



2026

**GUIDE TO SME
TRANSFER WITH
SERENYA**

FOR SELLERS



Step-by-step transfer



LISTENING AND UNDERSTANDING

Confidential conversation to understand your expectations.

Analysis of your vision for the future of the company and your personal priorities.



TRANSPARENT RATING

A transparent and objective review of the financial and operational situation.

Presentation of a fair valuation based on recognized criteria.



NEGOTIATION PHASE

Negotiation of valuation and terms of acquisition



CONFIDENTIAL TRANSMISSION

Cultivate team cohesion and a positive company culture.

Maintain transparent communication with your employees.



POST-ACQUISITION SUPPORT

Personalized support for a smooth transition.

Implementation of a contingency plan to preserve your assets.



At Serenya, we support SME leaders facing a common challenge: finding a buyer for their company. When succession planning isn't in place, we offer tailored acquisition solutions that ensure a smooth transfer of ownership.

Our approach focuses on business continuity and job preservation, ensuring a stable and reassuring transition for both teams and clients.

By choosing Serenya, business leaders benefit from a reliable and responsible solution for selling their company, while the businesses themselves continue to thrive, without disruption or uncertainty.



ADVANTAGE FOR SELLERS



Your vision, values, and expertise will be carried on through a responsible and respectful acquisition that honors your legacy.

BENEFITS FOR EMPLOYEES



Maintaining existing teams and ensuring business continuity guarantees stability and security for your employees.



Progressive and well-deserved salary increases, tailored to individual and team performance, foster motivation and employee retention.



ADVANTAGES FOR SUPPLIERS



The continuation of existing partnerships, respect for established agreements and the relationship of trust built with your previous partners.



Sell your business, preserve your legacy

A stress-free handover with a trustworthy partner.



info@serenya.ch



Serenya Group



SCAN ME

