



35 Reasons For Business Sellers To Hire A Professional Business Broker

The business seller wants the best possible price and terms for their business!

Most owners of successful businesses are busy running their businesses and do not have the time to attempt to sell their businesses on their own.

Most business owners do not know how to find buyers.

Most business owners do not know the Most Probable Selling Price of their business or the highest price that a buyer will pay.

Most business owners do not know how to effectively “Qualify” buyer prospects.

Most Residential Realtors® have very limited experience in business sales transactions, if any.

Most Commercial Realtors® specialize in the sale of commercial buildings and developments and have very little experience in business sales, if any.

A Professional Business Broker knows how to sell businesses for the best possible price and terms . . . Most business owners, Residential and Commercial Realtors® don't.

A Professional Business Broker can prepare an Opinion of Value to determine The Most Probable Selling Price of the business, for a fee.

A Professional Business Broker develops effective advertising campaigns, implements them and pays for them while maintaining CONFIDENTIALITY.

A Professional Business Broker will have an enormous Internet presence. This is important as most business buyers start their business searches on the Internet.

A Professional Business Broker knows how to develop a marketing strategy and execute it.

A Professional Business Broker will screen all potential buyer prospects and eliminate the Tire Kickers.

A Professional Business Broker can “Recast” the business seller’s financial statements prepared for tax purposes and express them in terms of the “True Value” of the business.

A Professional Business Broker prepares multiple versions of the business profile and knows what information to provide buyer prospects, and when, to maintain CONFIDENTIALITY.

A Professional Business Broker can expose the business seller’s business to a broad pool of qualified buyer prospects – CONFIDENTIALLY.

A Professional Business Broker prequalifies all potential buyer prospects BEFORE introducing them to the business seller.

A Professional Business Broker can create and manage “Buyer Competition” for the purchase of a business seller’s business.

A Professional Business Broker knows how to “Coach” business sellers on the most effective way to field prospective buyer’s questions and concerns.

A Professional Business Broker can effectively preserve CONFIDENTIALITY by knowing what to say to buyer prospects . . . And when.

A Professional Business Broker knows how to effectively follow up with potential buyers and get them to make a decision!

A Professional Business Broker can refer a Seller to independent qualified accountants, appraisers and lawyers that can assist in the transaction, if a Seller does not have qualified Advisors.

A Professional Business Broker knows how to disclose to potential buyers, sensitive information about the business seller’s business while maintaining CONFIDENTIALITY.

A Professional Business Broker can initiate contact with “Strategic Buyers” for the business seller’s business.

A Professional Business Broker knows how to maximize the price that potential buyers will pay for the business seller’s business.

A Professional Business Broker will elicit Letters of Intent from buyers and assist business sellers to evaluate them.

A Professional Business Broker knows how to minimize interference with the business seller's management of the business during the business sales process.

A Professional Business Broker understands and can depersonalize negotiations.

A Professional Business Broker is an experienced and effective negotiator and Deal Maker.

A Professional Business Broker has systems in place to minimize the possibility that the business seller’s CONFIDENTIAL information will be disclosed to the business seller’s competitors.

A Professional Business Broker keeps the transaction CONFIDENTIAL to reduce the risk of any adverse effect of premature disclosure (about sale) to key employees, customers and suppliers.

A Professional Business Broker’s compensation is based on an upfront fee for the Opinion of Value, plus a commission upon a successful sale of the business seller’s business.

A Professional Business Broker can provide invaluable assistance throughout the entire transaction.

Deals can “Almost Die” numerous times during the business sales transaction. **A Professional Business Broker** knows how to “Revive” them and get them back on track.

The business owner wants the best possible price and terms for their business!