



## **35 Reasons For Business Sellers To Hire A Professional Business Broker**

- 1) **The business seller wants the best possible price and terms for their business!**
- 2) 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.
- 3) Most business owners do not know how to find buyers.
- 4) Most business owners do not know the Fair Market Value of their business or the highest price that a buyer will pay.
- 5) Most business owners do not know how to effectively “Qualify” buyer prospects.
- 6) Most Residential Brokers have very limited experience in business sales transactions, if any.
- 7) Most Commercial Brokers specialize in the sale of commercial buildings and developments and have very little experience in business sales, if any.
- 8) **A Professional Business Broker** knows how to sell businesses for the best possible price and terms . . . Most business owners, Residential Brokers and Commercial Brokers don't.
- 9) **A Professional Business Broker** performs a Courtesy Valuation for the business seller to determine the Fair Market Value of the business.
- 10) **A Professional Business Broker** develops effective advertising campaigns, implements them and pays for them while maintaining CONFIDENTIALITY.
- 11) **A Professional Business Broker** will have an enormous Internet presence. This is important as most business buyers start their business searches on the Internet.
- 12) **A Professional Business Broker** knows how to develop a marketing strategy and execute it.
- 13) **A Professional Business Broker** will screen all potential buyer prospects and eliminate the Tire Kickers.
- 14) **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.
- 15) **A Professional Business Broker** prepares multiple versions of the business profile and knows what information to provide buyer prospects, and when, to maintain CONFIDENTIALITY.
- 16) **A Professional Business Broker** can expose the business seller’s business to a broad pool of qualified buyer prospects – CONFIDENTIALLY.
- 17) **A Professional Business Broker** prequalifies all potential buyer prospects BEFORE introducing them to the business seller.

- 18) **A Professional Business Broker** can create and manage “Buyer Competition” for the purchase of a business seller’s business.
- 19) **A Professional Business Broker** knows how to “Coach” business sellers on the most effective way to field prospective buyer’s questions and concerns.
- 20) **A Professional Business Broker** can effectively preserve CONFIDENTIALITY by knowing what to say to buyer prospects . . . And when.
- 21) **A Professional Business Broker** knows how to effectively follow up with potential buyers and get them to make a decision!
- 22) **A Professional Business Broker** has a Deal Making Team of independent qualified accountants, appraisers and lawyers in place that can assist in the transaction.
- 23) **A Professional Business Broker** knows how to disclose to potential buyers, sensitive information about the business seller’s business while maintaining CONFIDENTIALITY.
- 24) **A Professional Business Broker** can initiate contact with “Strategic Buyers” for the business seller’s business.
- 25) **A Professional Business Broker** knows how to maximize the price that potential buyers will pay for the business seller’s business.
- 26) **A Professional Business Broker** will draft Offers To Purchase and assist business sellers to evaluate them.
- 27) **A Professional Business Broker** knows how to minimize interference with the business seller’s management of the business during the business sales process.
- 28) **A Professional Business Broker** understands and can depersonalize negotiations.
- 29) **A Professional Business Broker** is an experienced and effective negotiator and Deal Maker.
- 30) **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.
- 31) **A Professional Business Broker** keeps the transaction CONFIDENTIAL to eliminate any adverse effect of premature disclosure (about sale) to key employees, customers and suppliers.
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- 33) **A Professional Business Broker’s** compensation is based on a commission ONLY upon a successful sale of the business seller’s business.
- 34) **A Professional Business Broker** can provide invaluable assistance throughout the entire transaction.
- 35) 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.