

| WHO WE ARE |

The International Business Brokers Association (IBBA) is the largest international non-profit association operating exclusively for people and firms engaged in the conveyance of small and mid size businesses.

The IBBA provides business brokers with education, conferences, professional designations and networking opportunities to promote a high standard of excellence and ethics in the profession. It offers coursework and seminars required to obtain its prestigious Certified Business Intermediary (CBI) certification. The IBBA also strives to educate business sellers and future business owners about business transaction topics, and why using a skilled and knowledgeable business broker is essential to the process. Formed in 1983, the IBBA has members around the world.

| WHY IT MATTERS |

When making decisions about buying or selling a business, the business owner or seller needs someone with in-depth knowledge and expertise working with them to help guide the process.

Business brokers provide expertise in all aspects of selling or buying businesses, know the legislation and documentation required to protect the seller and the buyer, and appreciate the emotional element that's always present with these types of life changing decisions. They are experts in developing business evaluations, understanding the industry and getting the best deal in the shortest amount of time.

VERIFY A BUSINESS BROKER'S IBBA MEMBERSHIP OR CBI STATUS AT

<https://www.ibba.org/find-a-business-broker/>



**BETTER WITH A
BUSINESS BROKER**

| WHY IT PAYS TO USE IBBA BUSINESS BROKERS |

Selling A Business

- Selling a business on your own means having to run the business while dealing with all aspects of selling: valuing the business (65% of business owners don't know the value of their business), keeping it confidential, marketing, structuring the deal, financing, preparing documents, negotiating, timing, dealing with buyers and remaining objective.
- Relying on a CPA or lawyer to handle a sale is not a good alternative to selling on your own. Business buying and selling is a specialized field and having someone working exclusively on your behalf, with the right expertise, is crucial.
- An IBBA broker will take the following action steps for a seller: assess seller objectives, create a business analysis and valuation package, develop customized marketing materials tailored for each client, implement a marketing strategy that reaches a worldwide audience, provide twice weekly status reports, pre-qualify all buyers to assess motivation and financial qualifications and coordinate closing including due diligence and overall seller assistance.

Buying A Business

- Buying a business on your own also has its challenges as well. Some buy on emotion, which can lead to unrealistic expectations. Some expect a bargain, and others end up overpaying.
- A broker can help you as you buy a business by evaluating your goals, providing industry-specific market research, conducting targeted searches, identifying and formulating your specific acquisition criteria, identifying, contacting and evaluating appropriate acquisition candidates, negotiating the successful purchase or merger, assisting in obtaining financing, assisting in finding the right financial institutions, law firms, and accounting CPA firms and keeping you informed in real-time about new investment opportunities.
- Business brokers who are members of the IBBA are part of an impressive community of people who share a passion for personal excellence and advancing the business brokerage profession. At the IBBA, colleagues share a spectrum of experiences and areas of specialty, and have access to best-in-class education programs, webinars and leadership opportunities.

BIGGEST FINANCIAL TRANSACTION OF YOUR LIFE?

YOU WANT TO DO IT RIGHT.

| EXPERT INSIGHTS |

The IBBA, in conjunction with Pepperdine University, produces the most timely, accurate and insightful research on business transaction activity across the country. Known as The Market Pulse, your IBBA Business Broker can share these, and many more, insights with you.



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