

## Opportunity for the Seller

### Questions:

- How do you reach qualified buyers with complete confidentiality?
- What information will a buyer require?
- What is the fair market value of your business?
- How will seller financing enhance the value of the business?

### Answer:

Contact your **BBN**  
Affiliate Broker for a  
confidential meeting.

### We Will:

- Have a professional Market Valuation Analysis of your business prepared to determine its fair market value.
- Prepare a Business Profile for your business.
- Directly market your business through our national network.
- Present your business to **qualified** buyers.
- Manage the negotiations when an offer to purchase is obtained and see the transaction through the closing process.

**The BBN Network, with our proven methodology, sells a significantly higher percentage of its listing than the industry average.**

## Marketing Your Business

### Business Profile:

To effectively offer a business for sale, all information needed by a prospective purchaser must be included in the offering presentation.



*Reliability  
& Integrity*

This presentation must also address the following:

What a business owns and earns.

- Recasted financial statements to reflect an economic view for the true earnings of a business.
- Intangible and goodwill values.
- Profit and loss statements, tax returns and balance sheets for economic trends.
- Arriving at the best price and terms through the use of weighted multiple valuation methods.

## Opportunity for the Buyer

### Questions:

- How do buyers find a suitable business for sale, since most businesses are not advertised?
- How do buyers get the necessary information in making a buying decision?
- Who will assist the buyer and the seller through the due diligence and closing process?

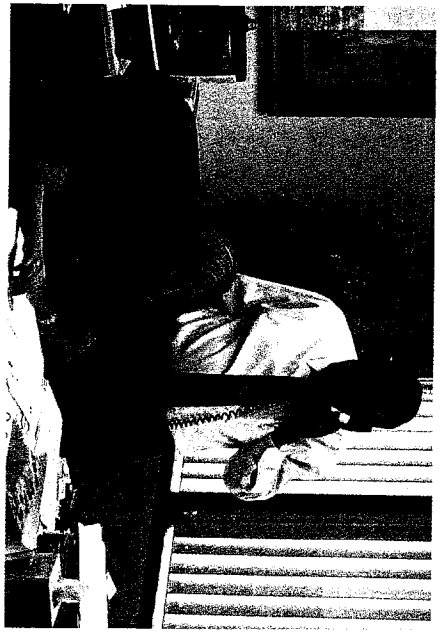
our Reputation for Excellence

### Answer:

Contact your **BBN**  
Affiliate Broker for  
professional assistance.

### We Will Discuss:

- Your business interest, including your preference and location.
- Alternative opportunities available to you.
- Your financial commitment for the acquisition of a business.
- Our searching and matching service within the **BBN** System.
- Procedures to follow in making an offer and the process of due diligence before closing the transaction.
- Confidentiality, level of comfort and personal financial ability.





## General Purpose and Services

After many years of experience serving our local business community, **BBN**, through its network of professional brokers, now coordinates buyer and seller services nationwide.

Each **BBN** Affiliate Broker receives extensive education and training with access to our full-service brokerage system. The service provided by a **BBN** Affiliate Broker includes valuation services, professional packaging and continuing consultation on a case-by-case basis. It also includes access to the network's database of qualified buyers and sellers maintained under controlled conditions, in order to protect the confidential nature of listing and selling businesses.

The process of selling or buying a business requires professional attention. Most business owners are not prepared to handle the process without assistance.

A qualified broker will save buyers and business owners money by avoiding costly mistakes.

**BBN** Affiliated Brokers assist the buyer by presenting the business in a professional manner, with proven methods and processes. Developing an informative master Business Profile and addressing the questions posed by diverse and sophisticated buyers accomplish the proper presentation of the business.

## The Market Valuation Analysis

Prepared by America's largest third party valuation service, RWS Business Valuation Services presents a comprehensive overview of the business, including fair market value and the true cash flow from an economic view.

Addresses important concerns and issues involving the decision to transfer a business. Widely used in connection with business managers, acquisitions and consolidations. Provides vital information for the buy-out process among stockholders and partners. Facilitates the settlement of disputes or litigation.



## Business Brokers Network<sup>SM</sup>

*America's Largest Network of Business Brokers*

### Corporate

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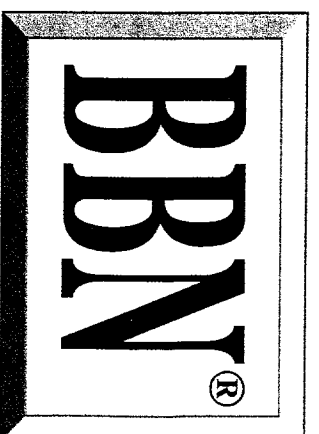
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### Member

Greater Dallas Chamber of Commerce  
U.S. Chamber of Commerce  
Institute of Business Counselors  
Texas Association of Business Brokers  
International Business Brokers Association

### Participant in

Better Business Bureau  
Customer Care Program of Dallas



## Business Brokers Network

*America's Largest Network of Business Brokers*

## Great Lakes Business Brokers

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**A Professional  
Service to Help you  
Buy or Sell  
a Business**