



BUSINESS ADVISORS, INC.

3700 Mansell Road, Suite 220, Alpharetta, Georgia 30022

770.625.5050



## Why Partner with an Business Intermediary?

- 1. Maximum Exposure** – The business intermediary’s goal is to produce willing buyers to purchase the business for maximum value. The more exposure to multiple buyers the better your chances to achieve maximum value. Business owners are not experienced in developing and coordinating a targeted marketing campaign to provide maximum exposure. *Where will they look for buyers? How will they communicate the business is for sale? How will they coordinate responses?* At CORE Business Advisors we have a proven system to provide maximum exposure in an efficient professional manner.
- 2. Confidentiality** – By engaging an outside firm you have greater assurance that the selling of your business remains confidential. All marketing activities are conducted in a systematic process whereby your identity is not revealed until we find a buyer that has been qualified to purchase your business and has signed a Confidentiality Agreement. This process shields you from your employees and customers knowing your business is for sale.
- 3. Time** – To coordinate and close the sale of a business is a tremendous undertaking. It takes as much as 300 to 500 hours to accomplish the task of advertising, screening buyers, showing the business and negotiating the sale. A business owner cannot afford this time away from his business. Time away from your business can cost you several thousand dollars as well as value lost in the process.
- 4. Professionalism** – By acting as a third party we can provide a positive experience for the buying entity. Our experience in packaging and presentation provides the buyer with a sense of security that the business is as it is being represented. By having a third party involved in the process we take the emotion out of dialogue between buyer and seller and present a coordinated and professional environment to do business.
- 5. Qualified Buyer** – There are people in the marketplace that are “only investigating” and they commonly do not have the resources to accomplish the sale. These buyers will waste your valuable time. CORE Business Advisors screen every prospective buyer for interest, compatibility, skills, and financial strength. This is a time consuming task but one that is very much needed to prevent confidential and proprietary information from being disclosed to unworthy buyers. All qualified buyers will sign a confidentiality agreement and qualifying financial statement.



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6. **Advertising** – Many businesses are not familiar with which advertising methods to use. There are so many advertising vehicles such as direct mail, ads in newspapers, internet or proprietary database. CORE Business Advisors have developed a proven system and strategy to accomplish maximum exposure through advertising. Once the business owner is committed to the sale he or she cannot afford to waste time figuring what medium is best. By then it's too late and buyers are buying someone's business.
7. **Results** - Every business has a set of core competencies that drive results in their business. They have systems and processes in place to achieve the highest results. At CORE Business Advisors our core competency is selling businesses and we get results. Why wouldn't a business owner outsource this needed expertise to achieve the results he or she wants.
8. **Escrow/Legal** – Having a third party that knows the legal process and documentation of closing a sale takes the uncertainty or risk away from the seller. Having the peace of mind that all of the issues and concerns for the sale are being taken care of through a coordinated effort administered by CORE Business Advisors is assuring to the business owner.
9. **Financial Assistance** – Having a third party that knows how to finance business sales is an incredible asset for the seller. Understanding the different financing options for the buyer and the ability to help take advantage of these offerings creates an excellent avenue for meeting the sellers needs and securing a buyer.
10. **Synergism** – If a seller is trying to sell the business by themselves, only those buyers from his same industry will inquire. When CORE Business Advisors is involved we expand the thinking of available buyers and find synergistic opportunities for other buyers outside the immediate industry segment creating a much larger pool of buyers.
11. **Negotiations** – When the offer is made negotiations take place between buyer and seller. Often emotions and lack of negotiating techniques can harm the seller. By having CORE Business Advisors on your side we take the pressure from you by assisting in negotiating purchase price, terms, conditions, representations, warranties and contingencies.
12. **Follow-up** – Timely responses, oversights and uncoordinated activities can cost sellers thousands of dollars or even prevent closing the business sale. CORE Business Advisors has the experience necessary to be sure all details involved in a business sale are attended to, so as to alleviate any surprises coming in the way of a successful business sale.

*Stephen E. Capizzi is a Business Advisor with CORE Business Advisors, Inc. CORE is a private business advisory firm specializing in selling businesses and acquisition services to entrepreneurs and middle market corporate clients in a variety of industries. The firm counsels clients in the areas of exit strategies, acquisitions, succession planning, valuations, and strategic planning. Steve is a Certified Business Intermediary (CBI) and a Certified Financial Planner (CFP®). He is a member of the International Business Brokers Association (IBBA), M&A Source, and the Financial Planning Association (FPA). For more information please contact Steve at (770) 625-5050, email: [Scapizzi@core-business-advisors.com](mailto:Scapizzi@core-business-advisors.com) or visit our Web page [www.core-business-advisors.com](http://www.core-business-advisors.com).*