

10 reasons to use a Business Broker when Selling Your Business.

- 1. Higher Sales Price:** Business Brokers typically sell a business for 20%+ more than an owner could achieve without a broker.¹
- 2. Faster Sale:** Business Brokers usually sell a business in significantly less time than that of a non-brokered sale.
- 3. Confidentiality:** Business Brokers professionally sell businesses in a highly confidential manner.
- 4. Focus:** Business Brokers allow you to focus on what you do best - operating your company - while they do what they are good at - attending to the details of selling your business.
- 5. Valuation:** Business Brokers can provide you an opinion of value and facilitate an appraisal.
- 6. Qualified Buyers:** Business Brokers have an inventory of buyers and know how to attract and screen additional motivated and qualified buyers.
- 7. Marketing:** Business Brokers know how to market your company to a broader audience.
- 8. Financing:** Business Brokers can facilitate the sale of your business by helping to arrange buyer financing.
- 9. Negotiation:** Business Brokers practice win/win negotiation skills.
- 10. Closing the Sale:** Business Brokers manage the sale of your business through escrow and the all important closing. An owner selling their business on their own will have the transaction fail in escrow 6 times more often than a broker.²

¹ Source: International Business Broker Association Journal, Volume VIII, Number 1, 1998

² Source: Guy Barber, Escrow Officer, Alliance Title, Roseville, CA, 95661



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