

# Our Sales Process

New York Business Brokerage, Inc. is uniquely qualified to sell your business. Our highly effective sales process is comprised of the following premium brokerage services:

## ■ Initial Consultation

During the initial consultation, we will:

- Determine your goals, objectives and reasons for selling
- Explain our services/capabilities and the details of our representation
- Gather information to provide you with a formal proposal, engagement letter or listing agreement

## ■ Business Valuation and Operational Analysis

We start by analyzing and recasting your financial statements and then use our years of experience and valuation training to provide you with a highly credible Broker Opinion of Value (BOV) and Most Probable Selling Price (MPSP). Next, we perform a detailed operational analysis that will provide buyers with an accurate description of the benefits and advantages of your business.

## ■ Comprehensive Marketing Plans

Your business will receive maximum exposure to a targeted audience across media platforms:

- **Online:** We will actively promote your business on multiple high-profile internet websites
- **Print:** Includes high-impact blind advertisements in newspapers, magazines and trade journals
- **Direct mail:** Large scale, targeted direct mail programs used to reach a qualified pool of buyers
- **Buyer Database Marketing:** Buyer database searches are performed on in-house and industry databases
- **Cooperative brokering:** Access to a large network of brokers and intermediaries via the International Business Brokerage Association (IBBA) and the New York Association Business Brokers (NYABB)

## ■ Customized Marketing Materials

We develop a general business summary that is custom-designed to generate interest in your business through our online, print, direct mail, and database marketing programs. In addition, we produce a Confidential Business Review (CBR) that provides screened and qualified buyers with the financial and operational details of your business. The CBR is a source document for your business and is relied upon by purchasers and their advisors to substantiate and support the rationale for acquiring your business.

## ■ Buyer Screening and Qualification

We require all prospective buyers to sign our Confidentiality/Non-Disclosure Agreement. This agreement prohibits them from contacting anyone associated with your business and from releasing information about your company to anyone other than their professional advisors, who are also bound by the agreement. Buyers are also required to fill out our Business and Financial Profile. This profile provides information on the buyer's employment history, financial status and the type of business they are seeking.

## ■ Facilitation and Close Of Sale

We will work on your behalf with buyers and their advisors to clarify their understanding of your business's financial and operational issues. We will oversee the due diligence process and provide on-going negotiation services to arrive at desired pricing and terms of sale. To keep the transaction on track, we will document the satisfaction of all contingencies. We will ensure that you have a smooth closing by coordinating closing responsibilities with all parties involved including buyers, sellers, attorneys, accountants, lenders, financial planners and landlords.