

# BUYING OR SELLING A BUSINESS

...is **NOT** the Same as *Buying or Selling a Home.*

## SELLING BUSINESS IS OUR ONLY BUSINESS

**A local company specializing in the sale and purchase of businesses and commercial leasing.**

First and foremost we are experienced in owning and running successful businesses. We will assist you in the sale or purchase of a business including pre-qualifying the parties for funding, private or SBA loans.

If you have a business you are planning to sell or have finally made the decision to buy a business call us today.

Our goal is to match Qualified Buyers with Qualified Businesses. Qualified Sellers with Qualified Buyers

**WHEN IS THE BEST TIME TO SELL A BUSINESS?-** The best time to sell a business is when the business is doing well, however it is understood that businesses have turndowns so it is important to list with an experienced Business Broker that can understand and explain the downturn in business to an interested buyer.

**HOW MUCH IS MY BUSINESS WORTH?-** Business value depends on many factors, cash flow, assets value, financial history, condition of equipment and premises, lease, competition, potential for improvement and location are just some of the factors. Most important is the business' ability to repay the debt and provide the buyer a reasonable wage.

**CAN A HOME SALES AGENT SELL MY BUSINESS?-** Business Brokers are licensed real estate agents, however most do not sell homes. The special training and business experience required to properly value and sell a business limits the ability of most home selling agents. The best opportunity to sell or buy a business requires a complete understanding of all aspects of business.

**WHY BUY AN EXISTING BUSINESS??** There are many options available to you as to what form of business to purchase. Franchise, existing business, start up, home based or multi level business opportunity. It can become overwhelming. When reviewing all the choices you need to be honest with yourself and decide what works best for you. Your chances of financial success are always greater when buying an existing business or franchise for many reasons. All new business comes with the risk factor of developing a new product or service and then finding out if the public is willing to pay for the services you are now offering. Existing business or franchise comes with a history from which you can make decisions, a track record of income. Even if the business was not profitable in the past your strengths may lend themselves to turning this business into a large success, plus you have the ability to review past records to identify strategies that worked or did not work in the past. There are many benefits to buying an existing business or franchise and as an experienced business consultant and broker we are able to assist you in making these important decisions.

**Questions Call or write:**

**THE BUSINESS BROKER *of* SALINAS VALLEY**

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