



## Buying a business?

*A big advantage in buying an ongoing business is that you, as the new owner, have an immediate cash flow and an established customer base. You don't have to build a business; you simply take over an existing successful business with the present owner's assistance and make it your own.*



## What Does Sunbelt Offer to You?

**Confidentiality:** Unlike the sale of real estate or franchises, the sale of an ongoing business is very confidential for both the seller and the prospective buyer. All inquiries are held in strict confidence. Meetings are confidential, and we are available after hours and on weekends.

**Things a Business Buyer Should Know:** At Sunbelt, we are advocates of finding a business that you like and would feel comfortable managing. You, like every other prospective buyer, have a vision of being your own boss and calling your own shots. A business must fit your vision to be successful.

An old saying in the real estate industry is..."The three most important things a buyer should look for are location, location and location." While location is important to a business buyer, be aware that track record and management round out the three components of a successful business.

Let's assume that you find a business that you like, and its location is fine, but because of poor management, the business may not show the greatest track record. Purchased for the right price and on the right terms, this business could become more successful with proper management, making it a good way to achieve your vision of being in business for yourself.



Sunbelt of the Bay Area  
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As part of the **Sunbelt Network**, **California Association of Business Brokers**® (CABB), and the **International Business Broker Association**® (IBBA) Sunbelt of the Bay Area has access to information on businesses listed by cooperating brokers on a state and international level. Whether a buyer is looking for a business in the San Francisco Bay Area or in the Florida Keys, a Sunbelt broker can provide assistance in the acquisition search from beginning to end.

As a prospective business buyer, you will be concerned as to why the business owner is selling the business. Business owners sell for a variety of honest reasons. Besides the obvious reasons of retirement, bad health or re-location, many sellers simply tire of doing the same thing and want to move on. If it is a good business for you, the reason for the sale doesn't matter.

Finally, be aware that many businesses sell for less than what they are listed for. So, if it is a business you like, don't be afraid to make a lower offer. As long as you truly feel your offer is reasonable and fair, we will be glad to communicate it to the seller.

**Remember, your Sunbelt Broker is a well-trained professional who knows how to buy a business. Do utilize your broker's talents and call your broker whenever you need assistance or have questions about the process.**



## What type of business buyer are you?

### Characteristics of Entrepreneurs



- ◆ Personal Initiative & Action Orientation
- ◆ Perseverance
- ◆ Ability to Set & Achieve Goals
- ◆ Ability to Recognize & Solve Problems
- ◆ Asking for Help & Using Feedback
- ◆ Learning from Both Successes & Failures
- ◆ Self-Reliant & Self-Confident
- ◆ Moderate Risk Taking & Risk Sharing
- ◆ Tolerance of Uncertainty & Ambiguity
- ◆ Team Builder

## What is your perception of risk?



At first owning your own business can be scary, but if you succeed...

- ◆ No one can take it away.
- ◆ You can't be down-sized, transferred, laid off, or fired.
- ◆ You can build a large or small business.
- ◆ You can grow a business, ease off, or continue as YOU see fit.
- ◆ And the longer you own a business, the safer it becomes.

## Buy an Existing Business or Franchise?

### Advantages to Buying an Existing Business:

- ◆ Immediate cash flow
- ◆ Actual results rather than projected results
- ◆ Employees already trained and in place
- ◆ Existing customers and referral business
- ◆ Licenses and permits
- ◆ Potential for some seller financing

### Advantages to Buying a Franchise:

- ◆ Group purchasing power
- ◆ Training
- ◆ Ongoing support
- ◆ Marketing expertise
- ◆ Support of other franchisees



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## Why work with a Sunbelt Broker?

More and more people want to be their own boss and take up the challenge and rewards of owning their own business. These entrepreneurs have many decisions to make from beginning to end of acquiring their own business. But how should they go about it? Where does one start? Especially for someone who has never ventured beyond the corporate world, the idea of buying a business can be daunting. Can being your own boss be more than a pipe dream?

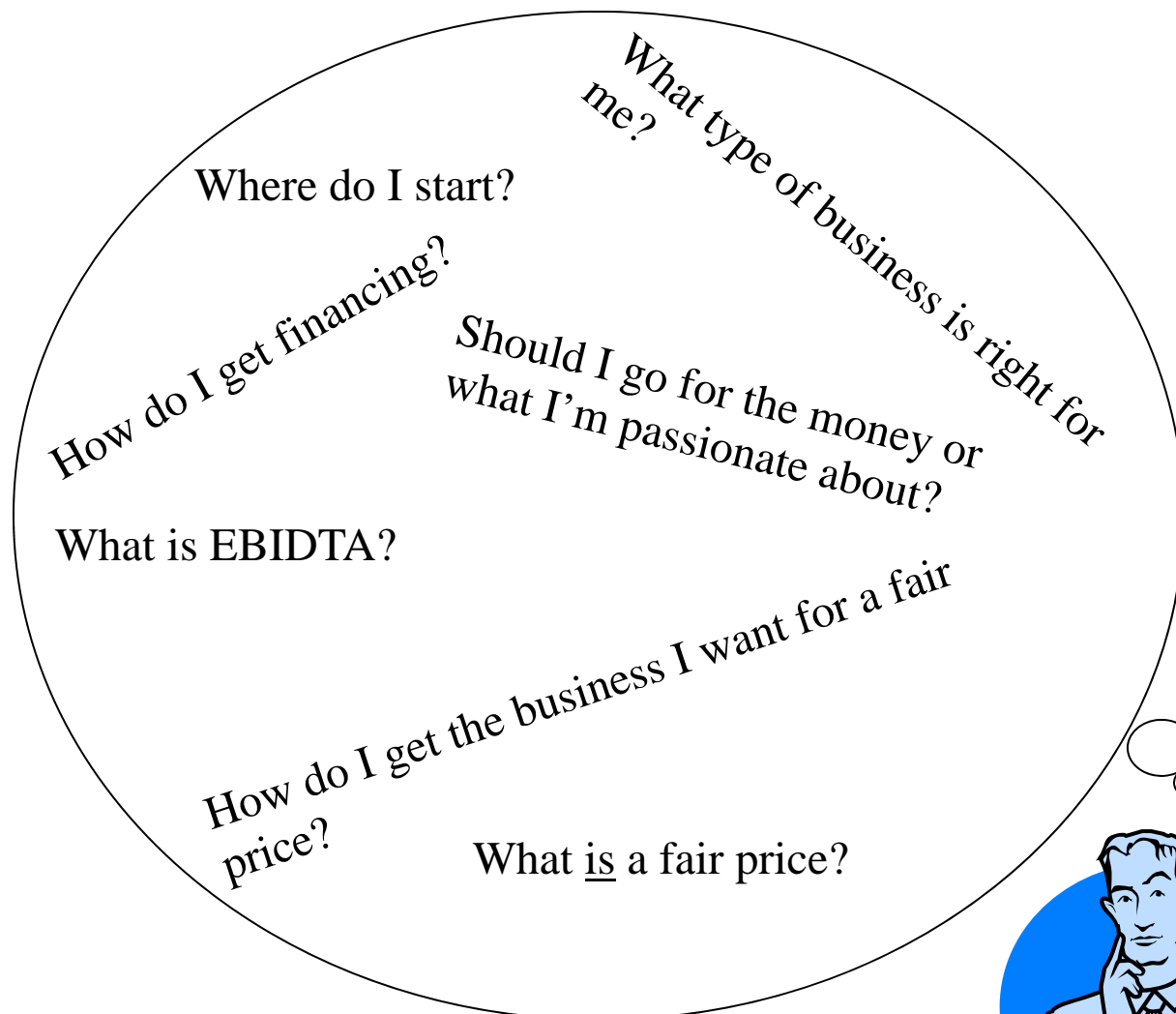
Of course, some buyers go it alone and after trial and error do buy their own business. But how many of them would have appreciated the assistance and reassurance of working with a business broker who has experience, knowledge, and a background in helping a buyer through the process?

At Sunbelt, a broker gets to know the buyer and guides, not pushes, the buyer along the path to owning their own business. The broker matches the buyer to a business which will best utilize their strengths, talents, and passions.

Sunbelt of the Bay Area offers monthly seminars to help buyers learning the secrets to finding the right business. One of the brokers will meet with you on an individual basis to build your acquisition criteria. Once the profile is established, the buyer and broker will begin working together to find that perfect company or franchise that meets most of the criteria on your "dream list". The fees are paid by the sellers unless a full "Acquisition" search is agreed upon.



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When you work with a Sunbelt broker, you not only have answers to your questions, but your broker walks you through the process.

If you are serious about breaking free, being your own boss, and owning your own business, contact a Sunbelt broker today.

Sunbelt of the Bay Area offers free seminars on “How to Buy the Right Business or Franchise”. Call for more information or go to [Seminars](#) on our home page.