



## **12 ADVANTAGES OF USING THE VR SYSTEM TO SELL A BUSINESS**

### **1. EXPOSURE**

The key in selling a business is showing it to the right person. A larger number of qualified buyers means a higher price for your business. Because of the VR Network dominance in the marketplace, we have hundreds of buyers calling us daily and a backlog of thousands of prospects searching for businesses. VR Business Brokers national network and our international online advertising attracts out of town buyers.

### **2. ADVERTISING/MARKETING**

We know how, when and where to advertise to attract the right kinds of buyers. We pay for the advertising (no cost to you), including your ad in over 15 public business for sale web pages and your own website on [www.vrbusinessbrokers.com](http://www.vrbusinessbrokers.com). In addition to newspaper, magazine and Internet advertising, you will receive exposure through our multi-faceted marketing program that includes disseminating information on your business via computer to all VR network offices, direct mailers, etc.

### **3. CONFIDENTIALITY**

One thing that you can be assured of is the sale of your business will be handled confidentially. If your employees, competitors, customers or suppliers find out you are selling, your business could be damaged significantly. We have developed a very successful strategy to protect your confidentiality. We never disclose the name or location of your business on the telephone. Most brokers do. We will not work with a buyer until they have been qualified and have signed a non-disclosure and confidentiality agreement. Most brokers don't do this. We never send buyers out to your business unescorted. Most brokers do. We never put the name of your business in a multiple listing service for everyone to see. Real estate brokers love to do this. We accommodate your needs with after hours meetings if necessary. Everything we do is designed to protect your business and your confidentiality.

### **4. TIME**

It takes a great deal of time to sift through all the tire kickers and properly handle the good buyers. We do that for you so you can spend your time running your business. If you did find an interested buyer on your own, you would spend a tremendous amount of time showing them your records and operation. We allow you to protect your business' value by spending full time running it.

### **5. SYNERGISM**

Advertising alone doesn't sell businesses. You need experienced business brokers to get people interested in your business. Even experienced buyers often buy a different type of business than the one they call on! About 1% of buyers buy the business they call on and less than 30% buy even the type of business they called on. We always get a good cross section of buyers and then conduct in-depth interviews with them to determine their qualifications. When we find someone who is a good fit for your business, we will steer them toward it. This way you get the benefit of every ad we run for every business we represent! The money you would have to spend in advertising to attract just the right buyer for your business would be significant.

## **6. PROVEN RESULTS**

VR sells more businesses in the North America than anyone, having sold over 50,000 businesses. No one else can compare with VR's experienced network of professionally trained Business Brokers. Because of our experience, we have the knowledge to anticipate and solve many problems before they ever arise.

## **7. FOLLOW UP**

We will follow up with a buyer after they have seen your business, pointing out the benefits of making an offer. We will report buyer's reactions to keep you posted on how your business compares with others on the market. Our follow up after an offer is signed, including our attending the meeting with the buyer to review the financial records of the business as well as assisting in arranging the inventory, taking and removing all contingencies, ensures a higher probability of the transaction closing.

## **8. NEGOTIATING POWER**

We can pursue a buyer without damaging your negotiating position. Every time you contact a buyer yourself, it weakens your negotiating power. As a third party intermediary, we can bird-dog the buyer and encourage him to make a decision, without implying in any way that you are anxious to sell. All of our brokers are experienced negotiators. Even if you are a good negotiator, it really helps to have an intermediary between you and the buyer to preserve your good relations. Every buyer has advisors, relatives, etc. that are negative about the proposed purchase. We know how to spot this and handle these situations.

## **9. RISK FREE**

We research your business, help you get the business ready for sale, advise you on pricing and structuring, prepare a marketing package, advertise your business, interview buyers, negotiate on your behalf and do everything necessary for a smooth sale. We do all this with no fee at all unless a buyer is found at the price and terms you agree upon.

## **10. PRICING**

Our exclusive database of businesses sold nationwide by VR offices gives us extensive statistics to assist in pricing a business. We know what buyers look for and what they are willing to pay. We make sure you don't overprice and scare-off good buyers or under-price and leave money on the table. We use our database and expertise to convince buyers that the asking price is fair. Other brokers can't do this.

## **11. STRUCTURING/OFFERS**

We know how to structure transactions to minimize the chance of a problem. We use our experience from thousands of sales to develop terms that work for everyone. We prepare the offer using the appropriate documents and clauses. The offer, accompanied by an earnest money deposit and information about the buyer, will be explained to you. We will counsel you on your options of accepting, countering or rejecting the offer and on what has to be completed before closing can take place. We will coordinate with all parties to keep the process moving to a closing in a timely manner

## **12. ESCROW/CLOSING**

We know capable, qualified escrow attorneys/officers that can safely handle the details of the closing for you at a very reasonable fee. We will attend the closing with you.