



Andrew Rogerson, CBI, CBB, CMEA, CSBA

Owner/Business Consultant
Rogerson Business Services

777 Campus Commons Road
Suite 200
Sacramento, CA 95825
United States

w: 916 570-2674
f: 916 473-8655

andrew@andrew-rogerson.com

My Website: <http://www.RogersonBusinessServices.com>

My Blog: <http://www.andrew-rogerson.com/blog>

My RSS Feed: <http://www.andrew-rogerson.com/feed>

Expert Witness



Andrew Rogerson combines over twenty seven years of small business experience with extensive knowledge of the process of buying and selling a privately held company and related services including business valuation and machinery & equipment appraisals.

Work History

Rogerson Business Services

Sacramento, CA, United States

May 2006 - Present

Owner/Business Consultant

Andrew Rogerson currently holds the Certified Business Intermediary (CBI) designation from the International Business Brokers Association (IBBA), the highest designation awarded by the IBBA. Andrew has also earned the Certified Business Broker (CBB) designation from the California Association of Business Brokers. He holds a Certified Machinery and Equipment designation (CMEA) from the National Business and Builders Institute and is a Certified Senior Business Analyst (CSBA) with the Society of Business Analysts. He also holds a Broker's License with the California Department of Real Estate.

As the owner and managing director of Rogerson Business Services in Sacramento, CA, Andrew assists his clients with both selling and buying businesses.

Since 1983, Andrew has owned and operated five businesses. At just 27 years old, he bought his first business, an international travel agency. With hard work resulting in increased sales, Andrew sold the travel agency just two years later for 2 1/2 times his original purchase price.

Andrew's next venture involved owning and managing two retail office equipment/furniture stores, followed by a wholesale travel and tourism company based in Los Angeles that had an annual turnover of \$10,000,000. More recently, Andrew and his wife Anne owned an executive suites business in Fair Oaks, CA. Anne operated this business while Andrew worked as an outsourced program manager at the Roseville campus of Hewlett Packard. At HP, Andrew managed a team of 42 employees, deploying a new global call center and support team that included Web developers, technical writers and trainers.

Andrew was educated at La Trobe University in Melbourne, Australia, his native country, and recently completed studies in Business Valuation and Appraisals and Business Brokerage. Andrew and Anne have two daughters, Belinda and Catherine and reside in Sacramento, California. Andrew enjoys flying (he is pursuing his pilot's license) and SCUBA diving as well as sports and politics.

Skills

Certified Business Broker



(Expert)

5-6 Years Experience, (Currently in use)

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Author (Intermediate)



3-4 Years Experience, (Currently in use)

Andrew is the author of four books on business ownership.

The title are:

- Successfully Sell Your Business
- Successfully Buy Your Business
- Successfully Buy Your Franchise
- Successfully Start Your Business

These books are available from <http://www.businesstransactionbooks.com> or <http://www.andrew-rogerson.com>

Certifications

Certified Business Intermediary (International Business Brokers Association)

The International Business Brokers Association ® (IBBA ®) is a trade association of business brokers providing education, conferences, professional designations and networking opportunities.

Formed in 1983, IBBA is the largest non-profit association specifically formed to meet the needs of people and firms engaged in various aspects of business brokerage, and mergers and acquisitions.

Today, the IBBA has more than 1,500 members all over the world.

For more information: <http://www.ibba.org>

Certified Business Broker (California Association of Business Brokers)

The California Association of Business Brokers is a professional trade association whose members are actively involved in assisting their clients in selling, buying, and evaluating businesses. CABB was organized to recognize the professionals of business opportunity brokerage, to help educate the public on the benefits of using licensed intermediaries, and to establish a code of ethics to which members adhere.

For more information visit <http://www.cabb.org>

Certified Machinery and Equipment Appraiser (NEBB Institute)

A Certified Machinery and Equipment Appraiser (CMEA) is an advocate of the appraisal, not of any person or entity. Andrew is a CMEA and locates and determines substantiated values on machinery and equipment. As a member of the NEBB Institute, he holds and promotes the ethics and reporting guidelines of the Uniform Standards of Professional Appraisal Practice (USPAP).

The Certified Machinery and Equipment Appraisal is defensible, irrefutable and substantiated. That's why a CMEA is called upon by business owners, lenders, CPAs, attorneys, courts, adjusters and others for a qualified and substantiated appraisal of their machinery and equipment.

Certified Senior Business Analyst (International Society of Business Analysts)

The members of the International Society of Business Analysts pledge to provide superior professional advice for their clients through continued education and improvement of existing business skills. It is understood that it is impossible to be "all things to all clients." At times, the fiduciary nature of business consultants requires a professional to refer the client's business needs to other professionals who are

better positioned to address the specific issues. The International Society of Business Analysts provides a network of qualified, knowledgeable, credentialed professionals from all business disciplines.

The SBA and CSBA designations are earned by members who undergo stringent and comprehensive training and testing in the areas of small business analysis which include but is not limited to:

- * Business Valuations, * Buy/Sell Agreements, * Business Transfers, * Business Turnarounds
- * Financial Statements, * Cost Segregation, * Business Brokerage, * Machinery/Equipment Appraisal and Brokerage, * Financial Planning, * Marketing, * Business Accounting, * Taxation
- * Government Issues, * Leasing, * Legal / Litigation, * Banking, * Insurance, * Real Estate Appraisal, * Purchasing A Business, * Selling A Business, * Personnel Issues, * Inventory Control
- * Insolvency/Bankruptcy and * Legacy Planning.

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