

# 10 reasons to use a Business Broker to sell Your Business.

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## 1. Higher Sales Price:

- ✓ Business Brokers typically sell a business for 20%+ more than an owner could achieve without a broker.<sup>1</sup>

## 2. Faster Sale:

- ✓ Business Brokers usually sell a business in significantly less time than that of a non-brokered sale.

## 3. Confidentiality:

- ✓ Business Brokers professionally sell businesses in a highly confidential manner.

## 4. Focus:

- ✓ Business Brokers allow you to focus on what you do best - operating your company - while they do what they are good at - attending to the details of selling your business.

## 5. Valuation:

- ✓ Business Brokers can provide you an opinion of value and facilitate an appraisal.

## 6. Qualified Buyers:

- ✓ Business Brokers have an inventory of buyers and know how to attract and screen additional motivated and qualified buyers.

## 7. Marketing:

- ✓ Business Brokers know how to market your company to a broader audience.

## 8. Financing:

- ✓ Business Brokers can facilitate the sale of your business by helping to arrange buyer financing.

## 9. Negotiation:

- ✓ Business Brokers practice win/win negotiation skills.

## 10. Closing the Sale:

- ✓ Business Brokers manage the sale of your business through escrow and the all important closing. An owner selling their business on their own will have the transaction fail in escrow 6 times more often than a broker.<sup>2</sup>

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<sup>1</sup> Source: International Business Broker Association Journal, Volume VIII, Number 1, 1998

<sup>2</sup> Source: Guy Barber, Escrow Officer, Fidelity Title, Fair Oaks, CA, 95628



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