

Why List With A Professional Business Broker?

KR BUSINESS BROKERS
BUSINESS PEOPLE HELPING BUSINESS PEOPLE

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**WORK WITH A PROVEN
PROFESSIONAL OVER 39
YEARS IN THE BUSINESS**

**FREE BUSINESS
EVALUATION**

**FREE BUYER
CONSULTATION**

**CALL RANDI AT
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WHY trust your most valuable asset to someone who has no experience in handling it? It is like hiring a dentist to defend you in court, something you would never do.

The process of selling a business is very complicated and there are many steps in getting from A (pricing the business and putting the business on the market) to Z (getting it closed and you, the Seller, a paycheck).

First of all, most real estate agents can only take the listing and put it in the multiple listing service (usually just one multiple listing service, not the two we use). Do you realize, that only 2% of the listings that go into the multiple listing services for business opportunities ever sell. That is pretty bad odds to gamble your most valuable asset on. At KR Business Brokers we market your business in the most professional manner available, We have your business exposed to both multiple listing services, on 5 of the most viewed websites, just for Buyers to go and see what businesses are available, on our own website, www.krbrokers.com, and we send out a newsletter every two weeks to over 6,000 of our clients and contacts featuring two to three businesses we have available. **THAT IS EXPOSURE** and sure to get YOUR business the action it needs to sell at the highest price on the best terms.

Second, getting a buyer ready to make an offer in this economic times, is very difficult and time consuming. They want to know and understand all the financial aspects of the business, the ramifications of the Lease, and projections on the future growth of the business. This takes training, experience and expertise to work thru with the Buyer. Most of the real estate agents would be lucky to understand the tax return let alone all of these factors that go into getting a Buyer **JUST TO MAKE** an offer.

Negotiating an offer on a business is totally different than negotiating an offer on a house. There are many **LEGAL** ramifications and many fine points that can seriously effect the outcome of your sale. Do you want someone who is not qualified to represent you on this?



Once the offer is negotiated there is the "Due Diligence" period, where the Buyer can dig deep into the business and find out what really makes it tick. This is where 90% of the deals fall apart. It takes years of expertise to work with the Buyer showing them the "**VALUE**" in the business. Helping them to understand the pricing of the business and what the future potential of the business will be for them.

If you can get thru this step then you have the Lender (finding money for a business today is almost impossible unless you have a **SPECIAL** relationship and understanding with the Lenders - at KR Business Brokers we have spent 39 years developing those relationships just to help you the Seller achieve your goals), the Landlord (all Buyers want to negotiate a better lease - it takes knowledge, expertise, and an understanding of Leases in order to accomplish this for the Buyer - over 39 years we have negotiated 1,000's of leases and been very successful in helping Buyer's achieve their goals) and possibly a Franchiser to deal with (there are many hurdles in getting a Buyer approved by the Franchiser and over 39 years we have established very special relationships with almost all the Franchisers which makes it easier and more likely to get your Buyer approved). Again these obstacles on the way to closing take a great deal of time, expertise and training to overcome with the Buyer, in order for you, the Seller, to realize your true goal - **SELL THE BUSINESS AND GET PAID.**

WHY WORK WITH THE REST WHEN YOU CAN WORK WITH THE BEST. ????
WE ARE BUSINESS PEOPLE WORKING WITH BUSINESS PEOPLE TO ACHIEVE YOUR GOALS.