

“Sunbelt Sells More Businesses Than Anyone In The World”

How To Buy a Business (Business Buyer’s Guide)



Thank you for your interest in **buying one of our Listed Businesses**. You will receive a DocuSigned NDA (Non-Disclosure Agreement). Upon receipt of your DocuSigned NDA, we will E-mail you the Confidential Business Review.

This Business Buyer’s Guide answers the following questions:

- * **Why Mr. Pallin**
- * **Why Sunbelt**
- * **Why Buy a Business**
- * **Steps to Owning Your Business**

“Buy Quality Businesses Priced Correctly”



CALIFORNIA ASSOCIATION
of BUSINESS BROKER

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IBBA INTERNATIONAL
BUSINESS BROKERS
ASSOCIATION, INC.
CERTIFIED MAIN STREET BUSINESS BROKER

Experienced Transaction Specialist

40+ Years Business & Transaction Experience



JONATHAN PALLIN, MBA
CHIEF EXECUTIVE OFFICER · SUNBELT OF BEVERLY HILLS

An MBA, 25 year seasoned Wall Street Veteran, Senior Vice President of several prestigious Wall Street firms, including Investment Banking. An owner like yourself, having successfully purchased, built, prepared for sale and sold 5 companies within 20 years, with capitalization totaling over \$ 100 Million Dollars.

Professional Business Experience:

- Twenty-five years on Wall Street. Senior Vice President Lehman Brothers, Drexel Burnham Lambert, and Morgan Stanley (FC) including: Investment Banking (IPO's), Institutional Sales, and Asset Management.
- Twenty years of Buying, Building, Preparing for Sale, and Selling Private Companies.
- Business Ownership and Operational Experience:
 - 1998: purchased 78% of Life Point Inc. (LFP), a near bankrupt and de-listed Public Company. Purchase price was **\$250,000**. Acting as Chairman & President, within 18 months, LFP was trading on The American Stock Exchange with a Market Cap of **\$100 Million**.
 - 2000: Purchased a **\$2.1 Million** Residential Estate (Flintridge, CA). Upon completion of renovation, sold for **\$4.3 Million** in 2006.
 - 2005: Purchased two Serv Pro National Franchise Resales for **\$600,000**. Increased sales from \$250,000 to \$1.3 Million within 20 months and sold for **\$1 Million**. Honored by Serv Pro as #1 resale in the U.S.
 - 2008: Purchased and Built Out a new Super Laundromat (Oxnard, CA), including Video Arcade and Internet Café, with purchase price of **\$1 Million**. Within 12 months, sales went from zero to \$1 Million and sold for **\$1.4 Million** in 2011.
 - 2011: Purchased Private Nursing Inc. (Tempe, AZ) for **\$700,000**. Took PNI through Medicare Certification, built sales from \$600,000 to \$2.5 Million and sold in 2015 for **\$2 Million** (including earn out). **Over 20 Times Earnings.**

Education:

- B.S. Long Island University at Southampton - 1972
- M.B.A. Arizona State University - 1976
- Certified Home Healthcare Administrator - 2013

Hire the **#1** Brokerage Firm

There are several reasons why you should choose Sunbelt Business Brokers:

- **We sell more businesses than anyone in the world**
- **The world's largest Business Broker with over 250 offices on six continents**
- **Largest proprietary business brokerage website in the world**
- **Our Proprietary internet presence is unmatched**
- **Largest Main Street and Lower Middle Market Business Intermediary firm in the world**
- **More businesses "for sale listings" than all major competitors combined**
- **Thousands of registered business buyers looking for just the right business**
- **Approximately 4,000-6,000 businesses sold annually and 10,000 to 11,000 listings.**
- **The largest organization of business brokers and M&A professionals In the world.**

“Have the Industry Leader Represent You”

How We Market Your Business (To **Millions** of Potential Buyers)

Confidential Blind Website Advertising (up to):

- 12 Million Monthly Page Views
- 5 Million Monthly Potential Buyer Website Visits
- 400 Newspapers (including **The Wallstreet Journal** & **New York Times**), Business Journals and Industry Websites
- 250,000 Private Equity Groups, Strategic & Financial Buyers , and Family Offices
- Websites

axial.net

bizben.com

bizbuysell.com

bizquest.com

buyabiz.com

businessforsale.com

businessbroker.net

buyabusiness.com

buybusiness.com

dealstream.com

mergmartbusiness.com

mergerplace.com

sunbeltnetwork.com

- **Direct Marketing**
 - **21st Century Marketing**
 - *Social Media
 - *SEO (Search Engine Optimization)
 - *Sunbelt of Beverly Hills Website
 - *Google PPC Ads (**Pay Per Click**)
 - **E-mails** (up to **1 million** monthly)
 - **Postcards**
 - **Letters** (Businesses & Individuals)
 - **Telemarketing**

**“Demand The Exposure Your Business
Deserves”**



We Market up to 400 Newspapers, Business Publications, and Industry Websites

■ **WALL STREET JOURNAL** ■ **NEW YORK TIMES** ■ **ARIZONA REPUBLIC**

Los Angeles Business by Biz Journals, Birmingham Business Journal, Montgomery Advertiser, Phoenix Business Journal, The Baxter Bulletin, Sacramento Business Journal, The Advocate Silicon Valley Journal, San Francisco Business Times, The Californian, The Desert Sun, Visalia Times Delta, Ventura County Star Record Searchlight, Denver Business Journal, Fort Collins Coloradoan, The News Journal, Washington Business Journal, Jacksonville Business Journal, Orlando Business Journal, Florida Today, News-Press, Tallahassee Democrat, South Florida Business Journal, TCpalm, Atlanta Business Chronicle, Pacific Daily News, Pacific Business News, Chicago Business Journal, The Indianapolis Star, Journal & Courier, The Star Press, Evansville Courier & Press, The Des Moines Register, Iowa City Press-Citizen, Wichita Business Journal, Business First, The Courier-Journal, The Daily Advertiser, Daily World, The Times, The Town Talk, Baltimore Business Journal, The Daily Times, Boston Business Journal, Detroit Free Press, Battle Creek Enquirer, Lansing State Journal, Minneapolis Business Journal, St. Cloud Times, Hattiesburg American, The Clarion Ledger, Kansas City Business Journal, St. Louis Business Journal, Great Falls Tribune, Las Vegas Review Journal, Reno Gazette-Journal, Asbury Park Press, Courier-Post, Daily Record, The Daily Journal, New Mexico Business Weekly, Star-Gazette, The Journal News, Buffalo Business First, Charlotte Business Journal, Asheville Citizens, CRAINS Cleveland Business, Business Courier, Dayton Business Journal, The Cincinnati Enquirer, Columbus Business First, Coshocton Tribune, The Marion Star, News Harold, The News Messenger, Telegraph Forum, Times Recorder.

“Far-Reaching Market Exposure”

Why Buy a Business?

1. Immediate cash flow
2. Trained employees
3. Established suppliers and credit
4. Established customers and referral business
5. Existing licenses and permits
6. Training by the seller
7. Availability of owner financing
8. Actual results rather than proforma
9. 70% of the US Economy is comprised of Small Businesses.

**“It’s far better to buy a wonderful company at a fair price than a fair company at a wonderful price”
(Warren Buffet)**

Steps to Owning Your Own Business

- 1. Initial Consultation with a Sunbelt Advisor**
 - To help analyze your skills, interests and financial needs
- 2. Selection of Businesses Best Suited to Fit Your Needs**
 - Sunbelt has a wide range of businesses for you to select from
- 3. Review Business Summary**
 - Basic Information about the business
 - Valuation of business
- 4. Tours of Selected Businesses**
 - Tour businesses to meet Seller(s) and understand the complete business opportunity
 - Always be accompanied by a Sunbelt Advisor
- 5. Second Consultation with A Sunbelt Advisor**
 - Discuss visited businesses as to your likes, dislikes and concerns
 - Review financial summaries of businesses toured that appeal to you
- 6. Meeting/Conference Call with Seller & Broker**
 - Ask probing questions
 - Confirm that the business is right for you
- 7. Make Proposal with Earnest Money**
 - Generally 5-10% of the purchase price
 - Earnest money held by Escrow Company
 - Contingencies and conditions in offer may include (as examples): a) Proof of sales and expenses; b) Training period from the Seller; c) Covenant not to compete (time and area); d) Approval of franchise agreement; e) Obtain an adequate lease; f) Approved of 3rd Part Financing; etc.:
 - Earnest money refunded to you if contingencies are not realized
 - If you are satisfied with the business, your earnest money simply will become part of your initial investment
- 8. In Depth Inspection of the Business (“Due Diligence”)**
 - Review financial information provided by Seller
 - Check furniture, fixtures, and equipment
 - Remove contingencies and approve Authorization to Close
- 9. Request to Open Escrow, Prepare Documents and Conduct Searches**
 - Request made only after Authorization to Close is approved
 - Additional Deposit to Open Escrow, generally 50% of total down payment less Earnest Money
 - Buyer and Seller share closing costs which typically range from \$500- \$1,000
 - Review all documents
- 10. Inventory Approved by Buyer and Seller**
 - Inventory to be counted by Buyer and Seller prior to closing
- 11. Closing- Congratulations you are now a business owner!**

“We Are There for You Every Step of The Way”