

“Sunbelt Sells More Businesses Than Anyone In The World”
How To Sell Your Business
(Business Seller’s Guide)



I appreciate the opportunity to consult with you during your Upcoming Telephonic Confidential Business Review. Please see the attached Business Seller’s Guide that answer’s the following questions:

- *Why Mr. Pallin
- *Why Sunbelt
- *How We Market Your Business (To **Millions** of Potential Buyers)
- *Free Services
- *Steps to Sell

“Tell Me About Your Business and We Will Discuss it’s Likelihood of Sale”



CALIFORNIA ASSOCIATION
of BUSINESS BROKER

Sunbelt of Beverly Hills
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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.**
- **Industry wide comparisons to arrive at MPSP (Most Probable Sales Price)**
- **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 Proprietary Website (#1 In The World)
 - *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”

Free Services

- **Free Business Consultation**
- **Free Business Valuation** (Most Probable Sales Price)
- **No Retainer Fee**
- **No Out of Pocket Expense**
- **Free Recasting of Financial Statements**
- **Free Confidential Blind Advertising**
- **Rapidly List Your Business**
- **Buyer Financing**
 - Mr. Pallin works directly with several influential Business and SBA lenders to obtain buyer financing.
- **Appraisals** (as needed)
 - Business Appraisals
 - Commercial Real Estate Appraisals
- **Pension Fund & Insurance Advisors** (as needed)
- **Escrow Companies** (as needed)
- **Contracts & Agreements by CABB** (California Assoc. of Business Brokers).
- **Seamless Systemized Process, from Listing to Close of Escrow**

“We Strive to Get You the Best Price and Safeguard Confidentiality”

Simplified Steps to Sell

1. Free Confidential Seller's Consultation with Sunbelt of Beverly Hills (SBH).
2. Provide SBH with 3 Year Profit & Loss Statements, Most Recent Balance Sheet, and 3 years tax returns.
3. SBH Recasts your financial statements on the California Association of Business Broker's (CABB) Normalized Seller's Discretionary Earnings Statement (SDE).
4. Seller reviews, signs, dates and returns SDE Statement to SBH. (It is advisable to consult with a Professional Accountant prior to signing).
5. SBH applies industry-wide Sales Comps & Ratios to arrive at Most Probable Seller's Price (SDE x Ratios=MPSP). Actual Sales Price to be mutually agreed upon by Seller & SBH.
6. SBH provides all necessary CABB Documents and Contracts. Seller completes, signs, dates, and returns to SBH (It is advisable to consult with your Attorney prior to signing).
7. SBH prepares a Teaser Business Summary and launches your business marketing campaign to Millions of Potential Buyers.
8. SBH prepares a Comprehensive Business Review (CBR).
9. SBH reviews all potential buyer's request for the CBR. Upon completion & return of the Buyer's Profile, and executed NDA, SBH electronically provides the prospective buyers with the CBR.
10. SBH reviews The CBR with Potential Buyers, and arranges a Tele-Conference between Seller, Buyer, and SBH. This most often leads to an onsite meeting of respective business.
11. SBH receives, reviews, and presents all signed, written offers to seller and counter offers between seller & buyer.
12. Once the offer is accepted necessary agreements are signed by both parties, and the Buyer deposits Earnest Money directly into Escrow.
13. The buyer conducts due diligence, which is designed for the removal of all contingencies.
14. The Deal should progress through escrow to close, and all financial disbursements made directly from Escrow.

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