

NAABB Business Broker Ownership Opportunity



North American Alliance of Business Brokers

Owned & Operated by

A.S. Radin & Associates

Scott Radin, Founder & Owner & Trainer

18 Breezewood Drive * Orchard Park NY 14127

Over 100 brokers throughout North America!

Schedule A Consult at www.naabbcareers.com/consultation

The North American Alliance of Business Brokers provides both business broker services and business broker career opportunities throughout North America. Hereinafter referred to as NAABB, the North American Alliance of Business Brokers and their owner Scott Radin have been providing broker and career services since 2001. Originally operated as A.S. Radin & Associates, they rebranded to the North American Alliance of Business Brokers in 2011 to capitalize on a new brand designed for all North America. NAABB currently has more than 100 business brokers throughout North America.

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I. Executive Summary

A business broker is a specially trained professional whom is hired by business owners to sell his or her business in a confidential manner to qualified buyers. A business broker performs a key service by preventing employees, customers or competition from knowing a business is for sale. A publicly offered business for sale will certainly suffer from both an employment and market share decline.

NAABB develops *NAABB Certified Brokers* who bring a unique skill set to their individual territories. And they do not need prior business broker experience. Our philosophy has revolutionized the business broker industry. For the most part, general business brokers provide a listing service like a real estate brokerage. *NAABB Certified Brokers* provide a much deeper representation than a listing broker and create a brand name for themselves as providing an in-depth service that includes coaching, consulting and 1-on-1 representation.

In 2017, NAABB was exclusively chosen to represent a professional football network consisting of over 14,000 current and former professional football players seeking business investment opportunities. *NAABB Certified Brokers* now work with professional football players in buying and selling businesses. NAABB also has a lending network to finance business buyers and a professional business buyer network for mid-sized businesses. We have all angles covered.

NAABB Certified Brokers never cold call because they have proprietary marketing systems that generates virtually all their business seller and business buyer leads for them. In addition, *NAABB Certified Brokers* receive a quick launch marketing program that generates 17-20 business seller leads on their first day of brokering and a total of 80-100 business seller leads over the first three months. They also complete the industry's top training program and enter a comprehensive support system.

NAABB Certified Brokers are provided a myriad of services for every situation and those following the process and utilizing all services easily generate more than \$200,000 in income their first year. Unlike the standard business broker model, *NAABB Certified Brokers* have specifically packaged programs that deal with every business seller situation from a mid-sized business to a distressed business. And every service results in a minimum revenue of \$10,000 per service to *the NAABB Certified Broker*.

II. Company Overview

This is not a franchise offering nor intended to be a franchise opportunity as outlined by state and provincial statutes. *Certified NAABB Brokers* are given a complete system and brand however do not have any requirements, quotas or goals placed on them to remain in good standing. Furthermore, all *NAABB Certified Brokers* are independently owned business brokers utilizing a common support system.

NAABB is not a real estate brokerage or management firm. *NAABB Certified Brokers* do not sell the real estate of the business rather they focus on the goodwill and assets. However, there are five states

that require a real estate license to broker businesses without real estate – Arizona, California, Florida, Minnesota and Wisconsin.

NAABB is owned and operated by Scott Radin and A.S. Radin & Associates, the latter which is the licensed business entity in New York State. Scott Radin's business brokering experience goes back to 2001 as both a business broker owner and national business broker trainer. For roughly ten years he owned and managed the largest business brokerage in the Western New York area. His extensive experience continues to grow with every new broker trained and launched by NAABB. Scott trains every new *NAABB Certified Broker* in the new broker's home town / territory. This unique three-day training model allows Scott Radin to get to know the new *NAABB Certified Broker* from personality to strengths and weaknesses.

NAABB Owner Scott Radin is also nationally renowned for his UnderDog advisory service that provides pro bono advice to the victims or the attorneys of the victims of online slander. Scott Radin himself was the victim of a widely-viewed extortion attempt between 2009 – 2011 that can still be found to this day on known collusion site ripoffreport.com. Scott Radin uses his own experience in overcoming these attacks and helping other business owner victims regain their reputation. Scott Radin has gained national acclaim for how he not only survived these attacks; but thrived.

III. Industry Analysis

NAABB has created a niche philosophy and system that creates instant brand in the *NAABB Certified Broker's* territory. The NAABB philosophy is that we do not "list" businesses rather we "represent" business owners. This philosophy is based strictly on the needs and emotions of the business seller. To business sellers, selling his or her business is a highly emotional decision like giving a daughter away at her wedding. Business owners need someone to work with them in every facet of the process.

ALL NAABB Certified Brokers purchase the licensing and branding rights to a large exclusive territory by area code (s). All exclusive territories are designed by demographics and population creating a self-sufficient exclusive territory for the NAABB Certified Broker.

Industry wide, there are numerous forms of business brokers from franchise trained brokers to those trained by a training manual. Competitive wise, *NAABB Certified Brokers* have no competition or equal because *NAABB Certified Brokers* are business brokers by trade name only. *NAABB Certified Brokers* provide a service level that far exceeds a typical business broker as evidenced by the NAABB slogan...

NAABB does not list businesses rather we represent them.

Virtually every business brokerage in the market place operates like a real estate clearinghouse. And while we hope they protect confidentiality, their business models are all about numbers. IE: the more listings they get the better the odds of some selling. That's their way and it hopefully works for them.

This NAABB competitive edge creates a large referral base of business sellers going forward.

FAQ – The five most common questions that NAABB receives...

Is there any licensing needed?

Real estate licensing is required in AZ, CA, FL, MN & WI. Other than these states, there is no licensing required to broker businesses.

Is this similar to real estate?

No, despite the reference to the five states above, NAABB is not real estate. *NAABB Certified Brokers* do not sell the real estate, as their systems are done under strict confidentiality and exact opposite the MLS way of real estate.

Does the economy affect business brokering?

No, business brokering is economy proof and thrives in all economic climates. As a matter of fact, if the economy struggles, *NAABB Certified Brokers* thrive because a down economy creates more highly qualified business buyers exiting the corporate world.

What is the difference between those who succeed and those who don't?

The answer is simple yet confusing. The successful *NAABB Certified Brokers* call their leads, follow the processes and reach simple goals. Those who fail do not call their leads, do not follow the system nor remotely come close to their goals. Simple yes, confusing on why they would not do these three things. We have never let somebody fail – only they can fail themselves.

Other than the marketing, what sets you apart?

Our unique philosophy. The normal business brokerage model acts much like a real estate clearinghouse meaning it is a numbers game with a one size fits all process. *NAABB Certified Brokers* are selective with whom they represent and have a unique service for every situation. Our company motto says it all “We don't list businesses rather we represent them!”

IV. Customer Analysis

NAABB Certified Brokers have a primary customer base of business sellers whom they represent via a Business Seller Representation Agreement. The primary target business seller owns a privately-owned business in industries where buyers are seeking purchase opportunities. The most common industries are in manufacturing, distribution, food service, retail and both personal and professional services. However, *NAABB Certified Brokers* will represent any type of business if it is privately owned.

Every NAABB territory has a minimum of 10,000 target businesses in his or her territory. Industry averages nationwide indicate that roughly 10% of all targeted business owners will have an interest in selling within the next twelve months. Thus, NAABB Certified Brokers have the minimum potential of reaching 1,000 business sellers a year. And the NAABB marketing system can reach them.

NAABB Certified Brokers also have additional services aside from business sales that creates a much higher target client base. They can provide business development services, business buyer representation and business investment services to name a few.

V. NAABB Certification Training

All *NAABB Certified Brokers* complete a three day 1-on-1 training session by NAABB Owner Scott Radin in your territory. The training is done either Tuesday – Thursday or Wednesday – Friday. The training is done in a hotel suite near you. All training is audio recorded and formatted for the new *NAABB Certified Broker*.

Training days begin at 10:00 AM each day unless otherwise agreed to. Training days generally run five hours (not considering breaks). A full workbook is provided to take notes in and follows the outline in order. You may also bring up to two others with you if they will be working directly with you, in your territory, and under your brokerage.

DAY ONE

- Business Seller Overview and Troubleshooting
- Business Sellers (including proprietary marketing system)
- Understanding Business Sellers
- Business Seller Interview
- Business Seller Process
- Business Seller Objections

DAY TWO

- Business Buyer Overview and Troubleshooting
- Business Buyers (most we do for you)
- Understanding Business Buyers
- Business Buyer Interview
- Business Buyer Process
- Business Buyer Objections
- Assume The Sale Workshop

DAY THREE

- Limited Business Seller Overview

- Cash Business Seller Overview
- Distressed Business Seller Overview
- Investor Services Overview
- Branding Services Overview
- Business Buyer Representation Overview
- Business valuation Workshop
- Business Contracts Workshop
- Q&A / Demonstrations
- END OF TRAINING LUNCH / DINNER with Scott Radin

VI. NAABB Certification Support

Once the NAABB Certified Broker has completed the training, they enter the industry's most comprehensive support system. The support is very critical to the *NAABB Certified Broker's* success. Owner Scott Radin, Sales & Marketing Director Joseph Sexton and the NAABB Advisory Board are always available to answer their questions.

But the live support is just one component.

1. Dedicated private support site at www.naabbclubhouse.com
2. Mobile compatible and optimized stand-alone web site
3. Ability to attend any future training session
4. Annual conference – 2018 in New Orleans LA (2017 held in Las Vegas late March)
5. Access to new products and services
6. Complete library of templates & contracts with updates

And we PROVIDE CONSTANT UPDATES to all current brokers.,

VII. NAABB Marketing Plan

Business Sellers

NAABB Certified Brokers never cold call or canvass. They never address countless envelopes or stand on the street corner handing out business cards. Our proprietary *Business BrokerCast*® marketing program generates 17-20 (or more) business seller leads every time that it is run. NAABB Certified Brokers should be meeting and/or talking to business sellers rather figuring out how to find them.

NAABB Certified Brokers find that soon after running these marketing campaigns and filling their pipeline, that new business sellers are contacting them strictly by word of mouth. NAABB also has a vast network of business buyer recruitment tools to further generate business buyers. The training further includes additional creative ways of generating business seller leads.

NOTE: More information will be provided in the consultation process.

Business Buyers

NAABB also generates virtually all business buyer leads for the NAABB Certified Brokers. NAABB markets all businesses for sale reaching hundreds of resources where buyers look to find businesses for sale. NAABB also has a vast network of business buyer recruitment tools to further generate business buyers. The training further includes additional creative ways of generating business buyer leads.

NOTE: More information will be provided in the consultation process.

And more ways that NAABB Generates leads ...

1. Fully optimized mobile compliant stand-alone web site with featured broker name
2. 20+ national NABB web sites generating leads
3. Use of the NAABB Marketing Academy

VIII. NAABB Certified Broker Income Projections

These income projections are based on the brokers following all systems as trained and achieve all goals as recommended in training. Brokers following the process easily eclipse these projections. The numbers are based on NAABB averages and can vary per individual broker.

The First Year = \$220,000

Four quality businesses sold at average commission of \$45,000 per sale (\$180,000)

Four Distressed / Cash Businesses Sold at average commission of \$10,000 per sale (\$40,000)

The above projections are based on historical fact and do not account for other services offered.

Year 2 + = \$330,000

Six quality businesses sold at average commission of \$45,000 per sale (\$270,000)

Six Distressed / Cash Businesses Sold at average commission of \$10,000 per sale (\$60,000)

The above projections are based on historical fact and do not account for other services offered.

Neither of the above account for the one mid-sized business per year that we now stress each broker represents and the average single commission generated on these nationwide is \$120,000.

IX. NAABB Certified Broker Fees

NAABB Exclusive Territory & Certification Fee: \$10,000

- \$5,000 to secure territory and training dates (by credit card, check or wire transfer)
- \$5,000 due the first morning of training or before (by credit card, check or wire transfer)

This *NAABB Certified Broker* fee is paid to secure a territory. The fee covers the exclusive rights to your territory by area code (s), exclusive rights to the BrokerCast© business seller marketing system and the training by Scott Radin (including travel expenses). This fee is not negotiable and cannot be paid over time or by success. The *NAABB Certified Broker* fee covers the following...

- Covers three-day training fees and Scott Radin travel expenses
- Covers brand and market exclusivity to your territory by area code
- Covers the 5 Business BrokerCast campaigns (see *NAABB Certified Broker* Launch)
- Covers miscellaneous marketing expenses like web site etc

IF YOU DO NOT HAVE THE FEE – WE CAN SHOW YOU IDEAS ON HOW TO GET IT. All you need is a 700 credit score and our financing source can fund you (less if a Military Veteran).

We are so confident in our system that we will guarantee you \$120,000 gross revenue your first year or we will provide you a full refund! There is no catch other than specific goals that need to be achieved and reporting that you need to provide NAABB on a per listing and monthly basis. The goals are the same as we provide all brokers to use as a guideline. This guarantee is optional as we cannot require you to report to us but is required to follow the guarantee terms.

No other franchise or business opportunity would dream of doing this! As a matter of fact it seems our competitors are using it against us as being “too good to be true”. For them maybe but not us!

The exclusive territory agreement will spell out the guarantee terms. You will have the opportunity to review the territory agreement after the consultation process (see last page herein).

A. Revenue Split

We have a 20% split back to NAABB on all gross revenue earned by *NAABB Certified Brokers*. That’s an 80/20 split in favor of the *NAABB Certified Broker*. This split back to NAABB is given as consideration for the various support mechanisms provided by NAABB. The split includes...

- Complete support systems from corporate support to support site maintenance
- Posting and maintaining all of brokers businesses for sale in our national networks

X. NAABB Certified Broker Launch and Process

The *NAABB Certified Broker* schedules their brokerage launch date once they complete training. The launch creates 17-20 instant business seller leads. These are real leads leaving you a voice mail to call them back. Here is a basic outline of the NAABB Certified Broker Launch and subsequent process...

- *NAABB Certified Broker* schedules their included 5 Business BrokerCast© marketing campaigns
- *NAABB Certified Broker* receives 17-20 business seller leads or more on their first day
- *NAABB Certified Broker* calls and follows up with each business seller lead
- *NAABB Certified Broker* enters the business seller into the interview and valuation process
- *NAABB Certified Broker* get the business seller under contract and submit business to NAABB
- *NAABB Certified Broker* follow up with all business buyers generated by NAABB
- *NAABB Certified Broker* enter business buyer into the qualification and interview process
- *NAABB Certified Broker* secures offers and manages all due diligence
- *NAABB Certified Broker* gets paid 10% on the sale price or \$10,000 whichever is more

NOTE: all processes referenced above are covered extensively in training.

XI. Getting Started

1. **Set up a NO OBLIGATION** at www.naabbcareers.com/consultation
2. **Speak to current NAABB Certified Brokers (optional – just ask)**
3. **Secure your fee and training dates**

The potential *NAABB Certified Broker* needs to keep aware of our training schedule. Since owner Scott Radin does all training 1-on-1, so once a week is reserved then it is gone.

View the NAABB Training Calendar at www.naabbcareers.com/trainingcalendar.