



## WHY CHOOSE BANKERS ADVOCATE...

The most recent statistics show that business brokers on the average sell 25-30% of their listings at a 25-30% discount to the asking price. If you were contemplating selling your business that would not be cheerful news. Why are these statistics so poor for businesses with less than \$5,000,000 in annual sales?

First, let's look at the typical business broker. The emphasis is on acquiring business listings. Send an army of poorly trained real estates associates to gather listings fast and furious. Since the firm sells less than 30% of their listings, the pump must stay fully primed at all times.

Second, since the same business brokers need listings desperately, they do not require a certified, third party appraisal of the business. A quickie rule of thumb appraisal is usually done. The arguments against using rule of thumb appraisals would fill many libraries, but you can see why the offered price quickly tumbles 25% or more. Also, since a member of the seller's team sets the price, the "value" of the asking price is quickly devaluated by potential buyers and their advisors.

### THE BANKERS ADVOCATE DIFFERENCE...

**How are we different?** First, even though we have the experience, training and expertise to value a business-we refuse to do it for a potential Exiting (Selling) Client. Regardless of quality, the appraisal would be tainted by our membership in the "selling team". By always requiring a certified, arms-length appraisal, Bankers Advocate Group and our affiliates sell over 90% of our marketing assignments. Plus, we receive full or near the asking price over 90% of the time. How frustrated and disappointed would you be with a **0-25%** when you could have a **90%** success rate?

Second, our *ethics* won't allow us to take an engagement without an outside certified, appraisal. We cheerfully decline engagements where a client won't make the investment. A certified, third party business appraisal is not expensive, but cost is not the issue. How could someone who is contemplating the sale of his or her business afford not to have one done? It is clearly the right thing to do.

This is just a few of the many reasons how we are different. You can see why we don't even call ourselves business brokers. We offer our clients so much more.

We have much more information about our unique methodology as symbolized by our four step, rising logo. Please call us at (561) 882-1331 or visit our website at [www.BankersAdvocate.com](http://www.BankersAdvocate.com). We look forward to helping you with one of the most important business and lifestyle decisions of your career. Please contact us when you are ready for that next big step.

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