

“Now, You Can Sell Your Practice for Maximum Profit...and Choose the Best Buyer”

“Sadly, when most accountants decide to sell, they try it on their own. They suffer inverse leverage, totally incorrect posture, and lack the advantage of third-party negotiating. The net result? Either the deal doesn’t close, or they settle for twenty to thirty, or even forty percent less than the fair market value.”

These powerful words come from David C. Smith, President of Business Brokerage, Inc., whose firm has sold an incredible 1,600 plus accounting and tax practices worth over \$250 Million.



DAVID C. SMITH
*President of Business
Brokerage, Inc.*

“We have a proven marketing system that will turn your equity into cash without any hassle. Not immediately, but usually within 30 to 90 days.”

**Please call today to
discuss your situation:
800-274-4272**

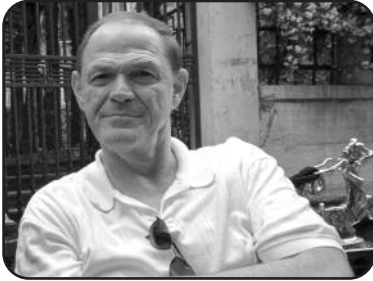
“The secret to getting you the maximum value from your sale is to find the 1 or 2 “Special Features” that are unique to your practice.”

We then develop a marketing strategy:

1. BBI will find and develop your “Special Features” and position your practice so that you are dealing from a posture of strength;
2. BBI will produce a high level of activity so that you will have negotiating leverage;
3. BBI will provide you with the benefits of a third party negotiator;
4. BBI will help you intelligently structure your transaction;
5. BBI will facilitate all the complex and critical details to ensure proper closure and that you get paid your money when you want it.

See what some of our satisfied sellers have to say about our service...

“You’ll be Negotiating From a Position of Strength”



**Robert Carlisto, CPA Laguna Hills, CA
Professor, CSUF**

“At a difficult time for our family because of my husband’s health, David did an excellent job in finding qualified buyers for my husband’s CPA practice. He handled the negotiations and the practice was sold in a timely fashion. We could not have done this without David’s help.” *Maureen Carlisto*



Tony Soans, EA, Carpinteria, CA

“You helped with the sale of my practice from beginning to end. You helped me price my practice and locate the right buyer for both me and my clients.”



Ann Howley, CPA Culver City, CA

“When I called David to ask about selling my CPA practice, I had no expectations of even being able to sell. He promised he could sell it in the two weeks I had before I left for a 1 month photography trip to Botswana and Namibia. I did not believe him, but signed the contract based on his confidence. David lined up 12 interviews for the next week and I had 14 offers to choose from at the end of that day. The hardest part was choosing which offer to accept! As my brother said, I got on that plane as a CPA and I deplaned as a nature and travel photographer. I will always be grateful to David for helping me to change my life.”

www.annhowley.com

“Deal From a Position of Strength and You’ll Be Calling the Shots (not the buyer)”

Burned-out? How can you possibly promote your practice with any enthusiasm? Many sellers call us after trying to sell their practice on their own. This is because their buyers want to pay “nothing” down and to pay the seller using the seller’s profits keeping the seller on the hook for 5 years! With BBI as your advocate, we’ll analyze your practice and put together a Presentation Package that will put you in control. **The prospects we generate will be buyers that want exactly what your practice offers. Your clients will really appreciate you for this.**

“Our Breakthrough Advertising Program Will Give You the Negotiating Leverage to Virtually Pick the Deal You Want”

You probably want to maximize one of the following:

1. **A fast sale.** (Maybe it’s for health reasons.)
2. **A “bundle of cash.”** (Maybe you’ve been offered a position with one of your clients that you can’t refuse.)
3. **A secure stream of income.** (Maybe you’re interested in retirement.)

With our “in-house” mailing, Auto-Fax and website systems we can afford to advertise more than any other broker. **Our database has 23,667 California CPAs and tax professionals as of press time and we mail to them all!** You’ll get a quicker response and more buyers. **You’ll be amazed at how we negotiate a deal that fulfills your needs for cash, security and payments.**

“Don’t Let Your Emotions Work Against You – This is When You Must Have a Third Party Negotiator”

A word of warning or a piece of advice. The sale of your practice will probably be the largest transition in both your life and the buyer’s life. The emotions of both the buyer and the seller can have undue influence. This is where a third party negotiator is essential. We have skillfully counseled thousands of accountants and tax preparers who were on the cusp of trying to decide the right career decision to make. We offer our insight into the critical financial, psychological, and gratification based problems or questions that prospects are struggling with. **This is the essence of what we do – helping accountants make the right decisions to meet their goals!**

Listing Details: GO2BBI.COM or call 1-800-446-8707 for our AUTOFAX.

“With several full price offers you’ll get the right buyer”

“You’ll be Delighted With the Challenge of Choosing from Several Well Qualified Prospects”

We’re famous for generating “multiple offers” for our clients. Usually you will have several strong offers. You may be surprised that at this juncture you’ll not necessarily pick the highest price. Rather, if the money is sufficient, you’ll judge on personality compatibility. **In the long run, the best buyer for your clients will be the best buyer for you, too.**

“Why You Need the Protection of a TRIPLE CREDIT BUREAU report”

Accountants should be good credit risks, right? Every year we get a few prospects that make offers which we have to “weed out” due to bad credit. **You owe it to yourself, your family, and your pocketbook to avail yourself of this service. It can save you thousands of dollars and the emotional strain of dealing with a fiscal flake. Our report merges all 3 national credit bureau databases.**

“Our Buy/Sell Agreement Alone Will Save You Thousands of Dollars!”

Our contract is designed specifically for a practice sale. It has been picked apart, piece by piece, by hundreds of accountants and their attorneys from prior deals. It covers many situations that most attorneys would never even consider. For example, here are just a few of the points covered:

- ◆ A clause requiring the buyer to periodically back up the computer data and store the back-ups off premises
- ◆ Protection from a buyer “cherry picking” your clients
- ◆ A clause allowing the seller to refer additional business to offset any loss of clients
- ◆ A clause equivalent to “signing off” on the books and records so the buyer can’t come back claiming fraud
- ◆ Protection from the death of the buyer
- ◆ A clause allowing the seller to stay on as a consultant to drum up new business for a handsome compensation
- ◆ A covenant not to compete that is strict enough to protect the buyer but not so restrictive to keep the seller out of the marketplace in case his plans don’t work out

Note: Missing any one of these important points could cost you more than our fee alone.



Lynn Freer, EA, Orange, CA

“Within 5 days I had two full price offers. Both offers were double that of the best offers I found on my own.”



Morris Spector, CPA Encino, CA

“I interviewed other brokers before I decided on BBI. David had more expertise and experience than the others and brought me multiple full price offers. The agreement was signed less than 90 days after listing and I couldn’t be happier.”



Ursula Garrett, CPA Hemet, CA

“When I needed to sell my practice quickly I was very concerned about the person who would take care of my clients. David, you alleviated my worries by finding a very qualified couple that had similar philosophies to mine. And we were able to close the deal timely enough to have a smooth transition into “tax season.” Thank you David for finding the right fit, especially for my clients.”

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Has the Excitement and Challenge in Your Practice Waned?

A lot of accountants have worked very hard to build up their practice. But, they come to a point in their career when the excitement and challenge has waned. And, the stress involved to sustain and maintain a large growing practice may be daunting. We understand this only too well. We're specialists in helping professionals like yourself capitalize on the years they've invested in their practice. We help them convert their equity into cash. Not instantly, but quickly, efficiently, without a lot of hassle, and in total confidence.

When is it Time to Sell? Signs of "Burn Out..."

You feel overworked. You're losing interest in your work and your clients. You're tired of listening to everyone complain about income taxes. You're tired of being in a high tax bracket. You're tired of explaining itemized deductions to young people. You're tired of explaining the advantages of IRAs. You're tired of cleaning up Quicken reports. You're tired of IRS audits. You're tired of people faxing important information with teeny tiny print that's blurry. Your health is suffering. You don't get enough exercise. You can't seem to get the weight off anymore.

Maybe You Need a Change

We're experts at helping you change your life. I don't know about you, but many of our clients tell us they want to retire, go to work in industry, go to work for one of their clients or move to a new area. They need some cash and a stream of income with which to do it. Depending of course upon the size of your practice, it's normally not a difficult task...if you know how to orchestrate it properly.

Would You Like to Have Buyers Actually Bidding For Your Practice?

Our specialty is negotiating top dollar offers for solid practices, without any stress, in a turnkey manner for the principal. In other words, you sit back and run your practice, we do all the work. We market the practice, we screen the buyers, we produce multiple buyers so you will have the equivalent of a bidding contest that results in higher price offers. We help you intelligently structure the transaction. We facilitate all the complex and critical details to ensure proper closure and that you get paid all your money when you want it. In short, we provide a usually quick, no hassle, worry free conversion of your equity into cash.

Please call myself, David Smith, or my sales assistant, Linda Long. We look forward to meeting with you and we will answer any questions you may have.

Yours truly,
BUSINESS BROKERAGE, INC.



David C. Smith, Broker
1-800-274-4272

Yours truly,
BUSINESS BROKERAGE, INC.



Linda Fox, Agent
1-800-727-4272

P.S. Call for our free report "How to Sell Your Accounting or Tax Practice." It's an excellent reference source to have on hand.