

Dear First Name,

You're receiving this special letter because we've been getting numerous inquiries from clients regarding selling their business in a down economy. If they haven't already, many of your clients will be asking you if this is a good time to sell their business. Before I answer that, let me ask you this: In the last month who has made the most headlines by buying businesses? It's the most successful investor of all time - Warren Buffet.

Investors and companies with cash and good credit are on the hunt for high quality businesses, like your client's, which will improve as the economy improves. Unfortunately, many business owners think, "I'll just hold onto my business until everything improves." But by then, the good companies who were willing to work with the buyers are already gone. Or, worse, your client's customers may be gone and their business is worth less. **Now is a good time to sell a business.**

The strategic businessperson thinks like Warren Buffet. When everyone else is panicking or worse, doing nothing, the successful investor is planning his or her next move. That's where I come in. So far this year I've sold eight businesses with prices ranging from \$200,000 to \$3,000,000, most financed with SBA guaranteed loans. And our next president has promised more help from the SBA loan program.

"There was at least two times where both the buyer and I were at an impasse and you found a way to make it work. Your creativity in finding solutions that work, made both the buyer and I happy and we both had that, win-win feeling. We couldn't have gotten through it without your expertise and calm professionalism"

- Julie Knapp

When your clients come to you for a recommendation for a business broker that successfully sells businesses with revenues with between \$1 to \$10 million, you should recommend Bay State Business Brokers. And here's why - your clients:

- Get a company that specializes in marketing and selling their size company. We use methods designed to reach the most buyers and do the best job of selling this size company. Take advantage of the same services typically offered to much larger companies by merger & acquisition intermediaries, but at a much lower cost.
- Have us screening the buyers for them. Please read this (next page):

"I would like to give a testimonial to the great job Marc Gudema and Bay State Business Brokers did in selling my holistic health clinic..I can do this best by comparing his services with those of the previous broker I used for 2 years who was unsuccessful. Previous broker brought everybody but the local dog catcher in to check out the business, making a lot of extra work for me beyond normal business hours. The leads were not properly qualified. Marc and I had 2 meetings with prospects....one off site and one early morning on site. Leads were qualified before they were allowed to waste my time."

- Sue Harris, Lic. Ac.

- Have a team that ACTIVELY searches for buyers. We don't just list a business and advertise it on a few Internet sites, like other firms.

Before any selling even starts your clients receive a:

- Business valuation, prepared by an independent, accredited, appraiser to arrive at the right price to market the business.
- Business profile which is a one-page "teaser", that presents enough information for a buyer to determine if they have further interest without identifying the business.
- A professionally written, confidential business review which is a full report that presents your client's products and services, finances, personnel, customer base, market, assets, and other information a buyer needs to evaluate the business.

"Your help in pricing the business, writing up the listing, and dealing with all the potential buyers was a real asset to the process. We don't know how we would have sold the business without you. We also can't thank you enough for helping us sell the business within the time-frame you initially estimated."

- Jeff Hernandez

If you or your client would like to discuss their situation, I offer a **free** initial consultation. Please contact me at marc@mabusinessbrokers.com or call me directly at (617) 562-5700.

Sincerely,

Marc Gudema, CBI

P.S. This can be a very good time to invest the proceeds from the sale of a business. At today's prices, there are many attractive investment opportunities.