



**IBBA**

INTERNATIONAL  
BUSINESS BROKERS  
ASSOCIATION.®

| MEDIA KIT |

## | WHO WE ARE |

**The International Business Brokers Association (IBBA) is the largest international non-profit association operating exclusively for people and firms engaged in business brokerage and mergers and acquisitions.**

The IBBA provides business brokers with education, conferences, professional designations and networking opportunities. As an exclusive education opportunity, it offers coursework and seminars required to obtain its prestigious Certified Business Intermediary (CBI) certification. The IBBA also strives to create professional relationships with successful business transaction advisors to increase the value of the IBBA to its members and to be a leader in the exchange of business referrals. Membership in the IBBA includes these excellent networking opportunities, as well as a complete package of other benefits and services. Formed in 1983, the IBBA has members around the world.

## | WHY IT MATTERS |

**When making decisions about buying or selling a business, the business owner or seller needs someone with in-depth knowledge and expertise working with them to help guide the process. Business brokers provide expertise in all aspects of selling or buying businesses, know the legislation and documentation required to protect the seller and the buyer and appreciate the emotional element that's always present with these types of life changing decisions. They are experts in developing business evaluations, understanding the industry and getting the best deal in the shortest amount of time.**

## | WHAT WE CAN OFFER YOU AS A JOURNALIST |

IBBA's membership is comprised of business brokers throughout North America and globally. They can provide expert insight on a number of topics associated with selling or buying a business.

## | EXPERT TOPICS |

Our experts can offer accurate, interesting interviews and presentations on a variety of business and brokerage topics, including the following subject areas:

**How To Work With A Business Broker**

**Preparing Your Business For Sale**

**How To Successfully Sell An Insurance Agency**

**The Top Tax Rules That Impact What You Net From the Sale of Your Business**

**How To Successfully Sell An Education Business**

**What Is Your Business REALLY Worth?**

**The Benefits of Buying A Franchise**

**How To Reduce The Stress of Selling Your Business**

**The State of Current Business Sales (Quarterly National Survey)**

If you'd like to arrange an interview or presentation, please contact:

**Cole Buergi**

Leonard & Finco Public Relations

(920) 965-7750

[cbuergi@LFpublicrelations.com](mailto:cbuergi@LFpublicrelations.com)

**Susan Finco**

Leonard & Finco Public Relations

(920) 965-7750

[sfinco@LFpublicrelations.com](mailto:sfinco@LFpublicrelations.com)

# | WHY IT PAYS TO USE IBBA BUSINESS BROKERS & INTERMEDIARIES |

## Selling A Business

- Selling a business on your own means having to run the business while dealing with all aspects of selling: valuing the business (65% of business owners don't know the value of their business), keeping it confidential, marketing, structuring the deal, financing, preparing documents, negotiating, timing, dealing with buyers and remaining objective.
- Relying on a CPA or lawyer to handle a sale is not a good alternative to selling on your own. Business buying and selling is a specialized field and having someone working exclusively on your behalf, with the right expertise, is crucial.
- An IBBA broker will take the following action steps for a seller: assess seller objectives, create a business analysis and valuation package, develop customized marketing materials tailored for each client, implement a marketing strategy that reaches a worldwide audience, provide twice weekly status reports, pre-qualify all buyers to assess motivation and financial qualifications and coordinate closing including due diligence and overall seller assistance.

## Buying A Business

- Buying a business on your own also has its challenges as well. Some buy on emotion, which can lead to unrealistic expectations. Some expect a bargain, and others end up overpaying.
- A broker can help you as you buy a business by evaluating your goals, providing industry-specific market research, conducting targeted searches, identifying and formulating your specific acquisition criteria, identifying, contacting and evaluating appropriate acquisition candidates, negotiating the successful purchase or merger, assisting in obtaining financing, assisting in finding the right financial institutions, law firms, and accounting CPA firms and keeping you informed in real-time about new investment opportunities.
- Business brokers who are members of the IBBA are part of an impressive community of people who share a passion for personal excellence and advancing the business brokerage profession. At the IBBA, colleagues share a spectrum of experiences and areas of specialty, and have access to best-in-class education programs, webinars and leadership opportunities.

Results of using an intermediary	
Seller	Buyer
Increased price <small>(90% up 10%, 60% up 20%, 40% up 30%)</small>	<b>92%</b> Committed seller
<b>86%</b> Better business plan	<b>80%</b> Negotiate easier significantly
<b>90%</b> More confidentiality	<b>53%</b> Reduced stress
<b>90%</b> Reduced stress	<b>60%</b> Closed deal faster

## | IBBA PODCAST: THE REAL DEAL |

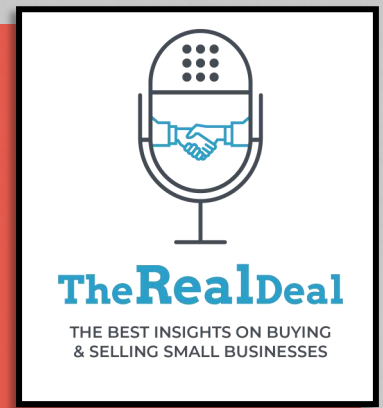
THE BEST INSIGHTS ON BUYING AND SELLING SMALL BUSINESSES

**From the largest international non-profit association for business brokers, comes a brand new podcast.** Geared to business brokers and business buyers and sellers, [“The Real Deal”](#) podcast offers fascinating stories, helpful tips and insightful tales from experts in the business buying and selling industry. Listeners in other industries, such as sales, marketing, finance or legal, will also find this podcast entertaining and insightful.

Experienced business broker and past chairman of the IBBA, Cress Diglio, hosts passionate conversations with the best business brokers in the world and other distinguished guests. Season 1 premiered in fall 2018. Season 2 will launch in spring 2019 followed by Season 3 in the fall.

### Season one episodes include:

1. The Economy and the State of U.S. Small Business  
*Guest: Kimberly Amadeo, President of WorldMoneyWatch.com*
2. You’re Asking How Much?  
*Guests: Lou Vescio, Agency Brokers Consultants and Michael Shea, TransWorld Business Advisors*
3. Myths and Misconceptions about Buying or Selling a Business  
*Guest: Ace Chapman, Owner of Ace Chapman Business Acquisitions Consultants*
4. Blindsided! Surprising Reasons Why Deals Don’t Close  
*Guest: Kyle Griffith, Certified Business Intermediary and Managing Partner of the NYBB Group*
5. Back from the Brink: Dead Deals Brought Back to Life  
*Guest: Steve Wain, President and CEO of Calder Associates*
6. When to Walk Away  
*Guests: Jim Afiniwich, Principal of IBG Fox & Fin and Eric Schulman, Founder of Sandler Training*
7. Planning to Retire: Now What?  
*Guest: Monty Walker, Owner of Walker Advisory, Business Advisors and CPAs*
8. When Your Children are the Buyers  
*Guest: Joel Goldstein, President of Mr. Checkout Distributors*



| 2019 BOARD OF DIRECTORS |



**CHAIR OF THE BOARD AND  
CHIEF GOVERNANCE  
OFFICER:** Jeffery Snell  
Raleigh, NC



**2020 CHAIR ELECT AND  
EDUCATION CHAIR:**  
Barry Berkowitz  
Boynton Beach, FL



**VICE CHAIR OF EDUCATION  
AND GOVERNOR:**  
Russ Bieber  
Oldsmar, FL



**CO-CHAIR OF MEMBER  
ENGAGEMENT AND  
GOVERNOR:** Matt Cobb  
Charlotte, NC



**CO-CHAIR OF MEMBER  
ENGAGEMENT AND  
GOVERNOR:** Kyle Griffith  
New York, NY



**AFFILIATE COUNCIL CHAIR,  
GOVERNOR:** Steve Mariani  
Raleigh, NC



**PAST CHAIR AND GOVERNOR:**  
Warren Burkholder  
Portland, OR



**GOVERNOR:** Pino Bacinello  
Vancouver, BC



**GOVERNOR:** Lisa Riley  
Scottsdale, AZ



**GOVERNOR:** Susan Wain  
Tinton Falls, NJ



**GOVERNOR:** Denise Yardy  
Tucson, AZ



**GOVERNOR:** Randy Bring  
Boca Raton, FL



**M&A SOURCE CHAIR, EX-  
OFFICIO:** Laura Maver Ward  
Kansas City, MO



**BIEF CHAIR, EX-OFFICIO:**  
John Zayac  
Greenwood Village, CO



**ASSOC. PRESIDENTS  
COUNCIL CHAIR, EX-  
OFFICIO:** Steve Wain  
Tinton Falls, NJ



**EXECUTIVE DIRECTOR, EX-  
OFFICIO:** Kylene Gobulski  
Independence, OH

## | MEDIA CONTACTS |

**Cole Buergi**, L&F Public Relations

(920) 965-7750

[cbuergi@LFpublicrelations.com](mailto:cbuergi@LFpublicrelations.com)

**Susan Finco**, L&F Public Relations

(920) 965-7750

[sfinco@LFpublicrelations.com](mailto:sfinco@LFpublicrelations.com)

## | LEARN MORE |



[www.ibba.org](http://www.ibba.org)



[www.linkedin.com/company/ibba](http://www.linkedin.com/company/ibba)



[www.twitter.com/ibbahq](http://www.twitter.com/ibbahq)



[www.facebook.com/ibbaorg](http://www.facebook.com/ibbaorg)