

Business Broker Training Prospectus for Alabama - NO EXPERIENCE NECESSARY



Scott Radin, Founder & Owner & Trainer

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A real estate license may be needed in Alabama, Our research does not indicate real estate licensing is needed in Alabama however we have been told by others that a real estate license is needed. So to protect ourselves, we will not provide an ongoing territory partnership in Alabama but we do provide training and support for those wanting to broker Alabama businesses - see prospectus below.

This is NOT commercial real estate brokering - business brokers sell the cash flow / asset based business while commercial real estate brokers sell the real property and improvements. Business brokers are highly needed professionals hired by business owners to sell his or her business in a confidential manner to qualified buyers. Business brokers are highly needed and HIGHLY SKILLED professionals where the demand far outweighs the supply. And the best part is that business brokers make a nice 6 figure income WITHOUT COLD CALLING - we believe in getting the motivated to contact you using a proprietary educational marketing system. Provide a highly needed service with NO start-up phase.

Your trainer - Scott Radin owner of A.S. Radin & Associates and Business Broker Training Center

Scott Radin has been training and supporting business brokers worldwide since 2001 and to date has trained more than 800 business brokers worldwide. Many of the brokers whom he has trained now do in excess of \$1,000,000 in annual commissions and other brokers whom he has trained have been featured in Forbes, the Wall Street Journal and Business Week to name a few. Scott is also the author of Buying A Business For Dummies being sold worldwide and his past accomplishments also include developing a business brokering business for sale network that was featured in Trump University 's book Entrepreneurship 101 as well as being consulted by the legal profession on the proper business brokering principles and ethics.

Scott Radin is also a successful business broker and he has been around the business for sale environment since 1986. He has been involved in the sale of hundreds of businesses both locally and worldwide while following a stringent code of confidentiality and ethics. In Western New York he has appeared on the television news as an industry expert and has written various newspaper articles on the local business environment.

Scott Radin is considered a pioneer in the business brokering field and over the years his business brokering systems have evolved with the changing business climate and client needs. In Scott Radin you are getting a business brokering professional who will teach you what works now instead of the archaic principles that may have been used in the distant past. His new systems of utilizing the Internet to generate new leads and sell businesses have proven quick success to the brokers whom he has trained and created a changing business brokering climate worldwide.



Part I – Your Business Broker Training...

Your 2-day live training seminar will be conducted in a suitable facility in or near your location in Alabama. The training is 1-on-1 in nature and can include up to two others at your discretion. Training is provided by owner Scott Radin and your two day training will be audio recorded by each segment outlined below. You will also be given access to our online school for continuing education and basic brokering concepts. The training subjects contained next below are all inclusive and will have you ready to broker upon completion of training. The times are estimated times based on experience and may vary depending on the level of your participation.

The complete training outline geared toward Alabama business brokering as follows...

DAY 1

1. Interactive Overview (10:00 – 10:30)

- Defining differences between real estate brokering and business brokering
- Your ideas on dynamics and implementation
- Managing Business And Expenses
- Things You will Need To Start

2. Troubleshooting (10:30 – 11:00)

- Why buyers need guidance
- Why buyers receive bad advice
- Who represents buyers
- Why sellers think everyone wants their business
- Why sellers need to be tempered after tours
- Why sellers resent low offers

3. Understanding Buyers (11:00 – 11:45)


- Learn as much as you can about your buyers
- True motivations to buying a business
- 3 Main buyer categories to understand a buyer's makeup
- 6 main buyer sub-categories to determine method of presenting a listing
- Examples & More

4. Finding Buyers (11:45 – 12:30)

- How to find your buyers and get them contacting you
- Who are the prime candidates to purchase your businesses for sale
- Your buyer pool and keeping them updated
- The Internet - Networking-Referral Sources
- Social networking
- Examples & More

5. The Buyer Process (1:00 – 1:45)

This is our proprietary process where we will walk you through the entire buyer process from interview to offer. We will take a hypothetical buyer and walk the buyer through a specific business for sale listing until



we've sold the business to this buyer. This process is designed for first time buyers and uses a very specific technique by moving the buyer through the 6 steps to offer. We make it seem like the real thing!

6. The Buyer Interview (1:45 – 2:15)

- Meeting The Buyer
- Qualifying The Buyer
- The Confidentiality Documents
- Determining Buyers Needs And Wants
- Determining Buyers Ability To Purchase
- Determining Buyers Credit Ability
- Rights And Wrongs In Dealing With Buyer

7. Asset Purchase Agreement (2:15 – 3:00)

We completely review the Offer Agreement commonly referred to as The Asset Purchase Agreement. This agreement serves as the official offer and sales contract. The entire agreement is covered in full with a complete review of every contingency in the agreement.

8. Overcoming Buyer Objections (3:00 – 4:00)

We will develop the potential objections a buyer will have when buying then together overcome each and every one of them. Many are standard in any brokering environment and will be discussed by Scott Radin.

DAY 2

9. Understanding Sellers (10:00 – 10:30)

- Who are the sellers and what are they looking to achieve?
- Understanding why they are looking to sell
- Feeling comfortable with them
- The 6 main reasons sellers sell

10. Understanding Industry and Preparing Seller (10:30 – 11:30)

- Complete Review of the SIX Main industries
- What you need to know when meeting the owner in an industry
- Reviewing 25 – 30 of the most common buyer questions for you and seller
- Preparing the seller for the buyer questions
- Seller preparing you for buyer questions

It should be noted that the section #10 last above is not only designed to teach the importance of these subjects but more so to prepare you and your seller for all questions and concerns a buyer will have. We will develop each of these subjects in detail – may be the most critical section in training.

11. Finding Sellers (11:30 – 12:00)

- What business database to use
- 6 Main Ways To Prospect we will eliminate most of them
- The best direct marketing approach without cold calling
- Getting your marketing through to the seller every time

12. The Seller Process (12:30 – 1:15)

This is our proprietary process where we will walk you through the entire seller process from interview to closing. We will walk through every step. This process is designed to understand the seller responsibilities and the steps to closing. We make it seem like the real thing!

13. The Seller Interview (1:15 – 1:45)

- Meeting The Seller
- Gathering confidential information
- The Seller Presentation and Package
- Retainers & listing Feels
- Much More

14. Overcoming Seller Objections (1:45 – 2:30)

We will develop the potential objections a buyer will have when buying a business then together overcome each and every one of them. Many are standard in any brokering environment and will be discussed by Scott Radin.

15. Pricing The Business (2:30 – 3:15)

- What Expenses Are Discretionary And Which Are Vital To The Business.
- Recasting The Financials
- Determining Seller's Cash Flow- SDC or SDCF
- What You Will Need To Get From Owner
- The Seller Checklists
- Determining An Asking Price
- Presenting Price to Seller

16. The Listing Agreement (3:15 – 4:00)

We completely review the Listing Agreement. This is the agreement where the seller hires you to sell his or her business. The entire agreement is covered in full with a complete review of every term in the agreement.


At the end of the second day we will conclude with any Q&A

Part II – Your Lifetime Support...

As part of this program you will receive the following support services. The support is critical to the success of the broker and there is a correlation between our most successful brokers and those whom used the support to its fullest.

1. Business Broker Documents and Agreements...

- Business Listing Agreement
- Asset Purchase Agreement (offer)
- Letter of Intent (offer)
- Non-Disclosure

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- Agreement of Confidentiality
 - Disclosure Notice
 - Memo Record of Showing
 - Buyer Qualification Forms
 - Addendum to Contract
 - Seller Interview Form
 - Counter Offers
 - Commission Agreement
 - Pricing Sheets
 - Much More

Business Broker Training Manuals Folder includes...

- Complete Operations Manual
- Complete Sales & Marketing Manual
- Complete Valuation Manual
- Complete Agreements & Contracts Manual

Business Broker Sales & Marketing Templates

Due to the proprietary nature of our NO COLD CALLING sales and marketing systems, we do not provide a list of documents in this folder. But we do provide you every template that you will need to achieve this system.

2. Lifetime support services...

- Access to our online school for updates and continuing education
- Phone and text support to a dedicated number
- Email support
- Online support via the online school
- Live support via live chat

Part III – Training & Support Fee...

We provide all of the above mentioned services for the one-time fee broken down below. This fee does NOT cover a training facility which will be arranged by you.

1. Airfare & Rental Car - \$800
2. Lodging & Meals - \$700
3. Two Day Training & Lifetime Support Services - \$2,000

TOTAL ONE-TIME FEE - \$3,500

Payable as 50% (\$1,750) to secure training dates and balance (\$1,750) at the start of first training day. A business broker web site plan providing your own stand alone web site can be added after training for \$500 per year and will be discussed during the two day training.

THE NEXT STEP – email Scott Radin at scott@asradin.com or call or text him at 716 472-2684 to discuss this program further or to get started.