



WHY HIRE A CERTIFIED BUSINESS BROKER (CBB)

Business Buyers & Sellers

Selling or buying a business is often one of the most crucial financial transactions in an individual's life. In most cases, a business represents a significant component of family wealth, and the owner will be keenly interested in maximizing this value when the business is sold to a third party or key employee or transferred through an orderly succession to a family member. Thus, every business owner should retain the best and most professional representation to accomplish a successful sale.

Business Brokerage is a specialized field that requires a strong knowledge of finance, legal, and accounting disciplines and proficiency in marketing, negotiating, and due diligence.

California Association of Business Brokers (CABB)

CABB is the state's professional trade association whose licensed members are actively involved in assisting their clients in selling, buying and evaluating businesses. The organization offers education, state of the art forms, annual conferences, blogs, newsletters, seminars, networking and much more, including exclusive credentialing programs.

Certified Business Broker (CBB)

The CBB designation is the professional credential earned by experienced and dedicated Business Brokers who are members of CABB. It is only awarded after continuous education and demonstrated superior working knowledge of Business Brokerage skills. This difficult-to-achieve designation has been awarded to less than 100 recipients statewide.

Distinct Qualifications

A CBB possesses the necessary expertise gained through training and best practice experience, to complete business transactions, perform opinions of value, conduct confidential marketing, handle negotiations, review lease documents, and handle the multitude of complex details involved with the sale or purchase of a business. This special skill set distinguishes them from other brokers. CBB Requirements:

- **Experience** – have a minimum of 4 years of full-time business brokerage experience and must be actively involved in the deal-making process.
- **Ethics** – bound by the Association's Code of Ethics and are knowledgeable about the legal requirements related to business transactions.
- **Education & Professional Development**– complete required educational courses and attend CABB, IBBA, or M&A Source industry conferences.
- **Successful Deals Closed** – proof of successful transactions closed is required for the initial certification and for the renewal of the CBB designation, which is required every 4 years.

The guidance offered by a CBB will bring an elevated expertise to a process that is complex and challenging. This credentialed professional can help sellers and buyers navigate the sale and acquisition process smoothly and methodically and assist in achieving a win-win transaction. When considering the sale or purchase of a business, work with a CABB **Certified Business Broker (CBB)**.



**California Association
of Business Brokers**

www.cabb.org/cbb