

BizBuySell | CABB 2023

HOW TO MAXIMIZE YOUR MARKETING WITH BIZBUYSELL



Jen von Lindern

Regional Account
Manager

San Diego, CA



What We Will Cover Today



**What's New on
BizBuySell**



**Why Your Internet
Presence Matters**



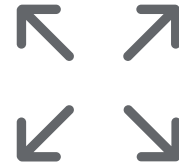
**Leveraging Your
Profile to Attract
Sellers**



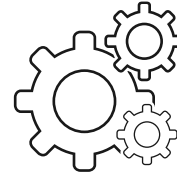
**Leveraging
BrokerWorks to
Attract Buyers**

OUR GOAL IN SERVING BROKERS

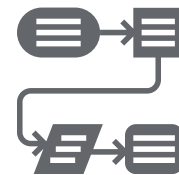
Help you sell more
businesses faster at max
value with minimum friction
to make you more \$\$\$



Maximize exposure and response
for your listings (buyers) and
services (sellers)



Give you the tools to
measure marketing effectiveness



Improve lead qualification
processes as possible

What's New on BizBuySell

Gauge the Market with Listing Activity Badges

Hot Listings



Price Changed



Recently Updated



**Now Included Free
with BrokerWorks**

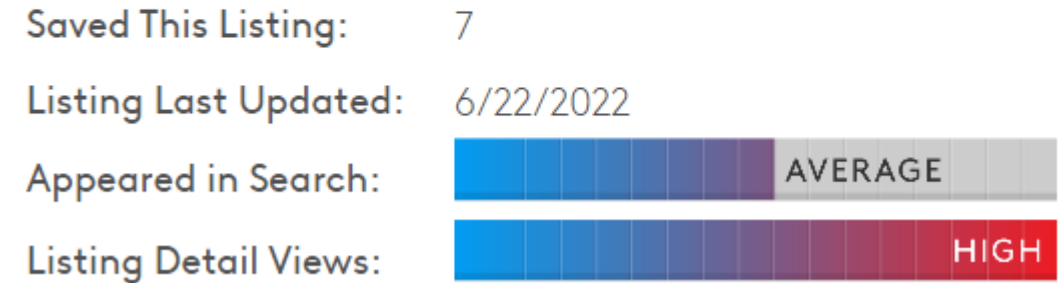
The screenshot shows the BizBuySell website interface. At the top, there are navigation links: "Buy a Business", "Buy a Franchise", "Sell a Business", "Tools & Advice", and "Business Brokers". Below this is a search bar with "Alameda County..." and several filter buttons: "Industries", "Listing Types (3)", "Price Range", "More Filters", "Clear", and "Save". The main content area is titled "Alameda County, CA Businesses For Sale" and shows "Showing 237 results sorted by featured". Three business listings are visible, each with a photo, title, location, price, cash flow, and a "Contact" button. The first listing is "Highly Profitable - Retractable Screen Door Dealership" for \$79,000 with a cash flow of \$150,000, located in Alameda County, CA, and has an "Updated" badge. The second listing is "Modern Reliable Solar Services" for \$1,300,000 with a cash flow of \$308,260, also in Alameda County, CA. The third listing is "Michelin Guide Noted Restaurant Business For Sale" for \$485,000 with a cash flow of \$270,000, located in Alameda, CA.

View Popularity Statistics for Any Listing

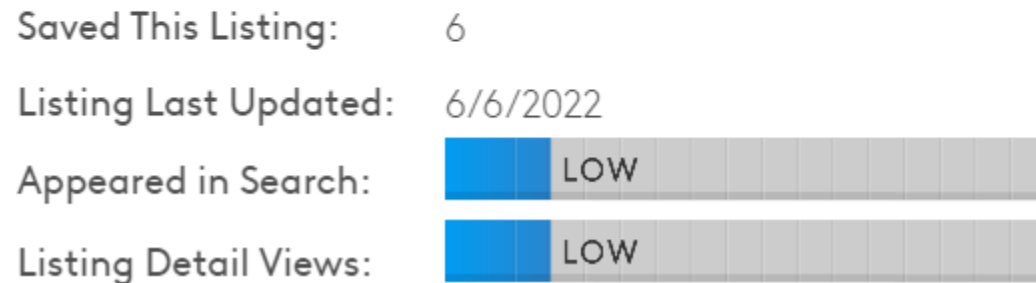
Listing Statistics



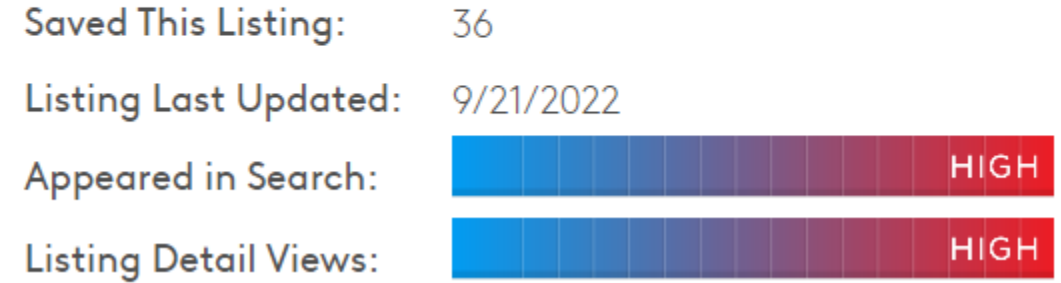
Listing Statistics



Listing Statistics



Listing Statistics




Engage with our Enhanced Broker Directory

Find a Business Broker

San Francisco, CA X Search


Top California Brokers

[See all California Brokers](#) | [I am a Broker](#)




Fullerton, CA
Raj Parikh - CBB,...
Business Sale, Merger and Acquisition, Franchise Sales

Contact Broker




Oakland, CA
Manjit Singh
Brokering Business Sale, Commercial Properties in SF Bay Area, San Diego, Centra...

Contact Broker




Los Gatos, CA
Nanda Nandkishore
Experienced Business Broker and M&A Intermediary, selling profitable businesses with...

Contact Broker




Rancho Cucamonga, CA
Edward Fixen, Ce...
Certified Business Broker & Business Appraiser Over 300 Businesses Valued and/or Sold

Contact Broker



Irvine, CA
Michael Wildeveld
Mergers & Acquisitions for the Lower Middle Market

Contact Broker



Mission Viejo, CA
Christina Lazuric
California Business Brokers®. The Leader in Business Transactions Sales ...

Contact Broker


Sellers Can Search By City, County, or Metro






Orange County, CA Business Brokers Business Brokers > California > Orange County, CA


Search: Orange County, CA X San Franc Search by broker name... Filters (3)


- San Francisco, CA
- San Francisco County, CA
- San Francisco Bay Area, CA




M&A Business Advisors
M&A | Business Sales and Acquisitions | Sell a Business | SBA Finance | Business Valuation

 Licensed Broker






 Serving Orange County, CA


[Contact Broker](#)





ELITE Michael Wildeveld

Veld Mergers & Acquisitions
Mergers & Acquisitions for the Lower Middle Market

 Licensed Broker

 Multiple Languages

 Serving Orange County, CA


[Contact Broker](#)

Sellers Can Search by Your Name

Orange County, CA Business Brokers Business Brokers > California > Orange County, CA

🔍 Orange County, CA X




Showing 1-30 of 31 brokers found serving this area




ELITE Eric Landis, CBI

M & A Business Advisors

M&A | Business Sales and Acquisitions | Sell a Business

 Serving Orange County, CA

Eric Landis, CBI
Newport, CA


Michael Wildeveld
Irvine, CA

Christina Lazuric
Mission Viejo, CA

Raj Parikh - CBB, CBI, MBA
Fullerton, CA


Vasilis Georgiou, CM&AA, M&AMI, CBI, CBB, MBA
Irvine, CA

Matt Massey, MBA, CBB, CBI, CM&AA, M&AMI

 Filters (3)

[Contact Broker](#)






Licensed Broker




ELITE Michael Wildeveld


Veld Mergers & Acquisitions


Mergers & Acquisitions for the Lower Middle Market

 Serving Orange County, CA

[Contact Broker](#)

 Licensed Broker

 Multiple Languages

Sellers can Search by Professional Assoc. & More

The image shows a search filter overlay on a web page. The overlay is titled "Filters" and has a close button (X) in the top right corner. It contains three checked filter options: "Member of Broker Association", "Certified Broker", and "Licensed Broker". Below these are two search input fields: "Languages" and "Expertise", both with a magnifying glass icon and the text "Select Languages" and "Select Expertise" respectively. At the bottom of the overlay are two buttons: "Clear" and "See Brokers". The background shows a list of broker profiles, each with a profile picture, a name, a title (e.g., "ELITE Christina Lazuric"), and a "Contact Broker" button. Some profiles also have a gear icon and the text "Licensed Broker".

Tip: Update Your Profile to Set Expertise & Languages

Expertise

Industry Expertise (Up to 3)

Service Businesses × Restaurants & Food × Online & Technology ×

Additional Expertise (Up to 3)

Valuation Services × Real Estate Sales × Sales of Family or Partner Owned Businesses ×

Languages

English × Spanish ×

Links

Provide up to 4 social media links and 2 personal webpage links

<https://linkedin.com/yourprofile>

<https://facebook.com/yourprofile>

<https://youtube.com/yourchannel>

<https://mybrokerage.com>

Expertise

Experienced in but not limited to the following services and sectors. Contact for a full list.

- Restaurants & Food
- Service Businesses
- Online & Technology
- Real Estate Sales
- Sales of Family or Partner Owned Businesses
- Valuation Services

Areas Served

Sacramento County, CA
Alameda County, CA
Contra Costa County, CA
Los Angeles County, CA
San Diego County, CA

Languages

English
Spanish

PSA: Link Your CABB & IBBA Memberships to BizBuySell

Get Started with Listing Distribution

BrokerWorks **Elite** Powered by BizBuySell Joe Broker BrokerWorks ?

- BrokerWorks Dashboard
- My Listings
- My Leads
- My Agents
- Marketing Tools
- Comps & Valuation
- Networking Tools**
 - Listing Distribution**
 - Co-Broker
 - Enable Listings on Your Site
- My Searches
- BizBuySell Edge
- My Account
- Help

For technical support, please call (888) 777-9893

For membership and listing

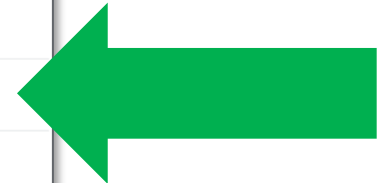
Listing Distribution

Create your listings once and have them automatically distributed to BrokerWorks' partner network.

BrokerWorks members can have their listings published on a variety of partner websites, saving you valuable time and increasing exposure for your listings. For members of your partner websites it's fast, easy, and free!

Please select a distribution partner to verify your login credentials.

Distribution Partner	Verified
Listings appear on your LinkedIn updates feed	+
Listings including Memberships and Designations appear on the IBBA site	+
Listings including Memberships and Designations appear on the M&A Source site	+
Listings including Memberships and Designations appear on the OBBA site	+
Listings including Memberships and Designations appear on the NYABB site	+
Listings including Memberships and Designations appear on the CABI site	+
Listings including Memberships and Designations appear on the NEBBA site	+
Listings including Memberships and Designations appear on the GABB site	+
Listings including Memberships and Designations appear on the CABB site	+
Listings including Memberships and Designations appear on the AZBBA site	+



Why It's Important to Link Memberships

Your listings appear on association sites at no cost



Association & certification logos on your profile*



You appear in results for brokers with associations or certifications



Exposure + Credibility = More \$ales


The screenshot shows the BrokerWorks Dashboard with a sidebar menu on the left containing: My Listings, My Agents, Marketing Tools, Comps & Valuation, Networking Tools (expanded), My Searches, BizBuySell Edge, My Account, and Help. The main content area is titled "Listing Distribution" and includes a description: "Create your listings once and have them automatically distributed to BrokerWorks' partner network. BrokerWorks members can have their listings published on a variety of partner websites, saving you valuable time and increasing exposure for your listings. For members of your partner websites it's fast, easy, and free! Please select a distribution partner to verify your login credentials." Below this is a table of distribution partners:


Distribution Partner	Verified
LinkedIn	✓
IBBA	✓
MA	
O B B A	
NYABB	
CABI	
NEBBA	
GABB	
CABB	
AZBBA	
mti	
N•B•A	

An overlay modal titled "Enable Automatic Distribution to CABB" is shown in the foreground. It contains the following text and form elements:

- Header: "Enable Automatic Distribution to CABB" (with a close button)
- Text: "Provide your CABB login information to enable automatic listing distribution from BrokerWorks to the CABB website."
- Form field: "CABB User Name or Email" with the value "Joe Broker".
- Form field: "CABB Password" with masked characters ".....".
- Buttons: "Login to CABB" (orange), "Forgot password?" (grey), and "Cancel" (blue).
- Text: "Don't have a CABB membership? [Sign Up Now](#)"




Designations Appear on Your Profile




 **BizBuySell** [Buy a Business](#) [Buy a Franchise](#) [Sell a Business](#) [Tools & Advice](#) [Business Brokers](#) [My BizBuySell](#)



ELITE **Matt Coletta, CBB, CBI, M&AMI**
Broker License # 01009458
[Show Phone Number](#)

Certified Business Broker with over 30 years Experience in Selling Privately Owned Businesses


Memberships:   

Certifications:   

[Share Broker Profile](#)

[About](#) [For Sale](#) [Sold](#)

Company

 **M&A Business Advisors**
www.mabusinessadvisors.com
Los Angeles, California

M&A Business Advisors is a full-service Business Brokerage and M&A Advisory Firm and the Leader in Business Sales & Acquisitions with offices throughout California and Nevada. M&A Business Advisors specializes in the CONFIDENTIAL sale of privately owned businesses in a wide range of industries including Manufacturing, Wholesale Distribution, Service, Retail, Health Care, E-Commerce, Software, Construction, Food & Beverage and more. We use proprietary methods and advanced technology to better serve our clients and accomplish their objectives.

M&A Business Advisors are highly respected, experienced Advisors who are recognized as some of the top deal makers in the industry. Our Advisors have extensive backgrounds as well as years of experience and knowledge in a wide range of industries. We work as a "Team" to collaborate and share our knowledge and expertise to

Contact Matt Coletta, CBB, C...

Full Name*

Phone*

Email*

I'm...*

Message


[Send Message](#)

Designations Appear on Your Listings

Wild Birds Franchise Turn-Key Best SoCal Territory

Los Angeles County, CA

Seller Financing Available



Asking Price:	\$155,000	Cash Flow:	N/A
Gross Revenue:	\$470,000	Inventory:	N/A
EBITDA:	N/A	Rent:	\$8,207 per Month
FF&E:	N/A	Established:	2018

[Save](#) [Print](#) [Share](#) [Valuation Report](#)

Business Description

Turn Key Franchise

Attention Bird Lovers! You already know that Wild Birds Unlimited is the leading brand for backyard bird feeding supplies. This strong franchise system supports its franchisees in every meaningful way. This location has exclusive rights to one of the most affluent territories in the

Contact Form

Full Name:

Your Phone:

Your Email:

Your Zip:


Optional Message:

Yes, send me the Buyer Newsletter for popular businesses, tips, & email promotions.

Learn to use your IRA/401K to buy a business: Guidant Financial (min. \$50K needed in IRA/401K)


Send Message

By clicking the button, you agree to BizBuySell's [Terms of Use and Privacy Notice](#)

 Business Listed By:
Shannon Brown
M&A Business Advisors

[View My Listings](#) [Phone Number](#)

Memberships & Certifications:
IBBA CABB



Why Your Internet Presence Matters

matt coletta

Images

Videos

News

Shopping

Maps

Books

Flights

Finance

About 388,000 results (0.63 seconds)



M&A Business Advisors

<https://mabusinessadvisors.com> › mattcoletta

[Matt Coletta - M&A Advisors & Business Broker](#)

Matt Coletta is the Managing Partner / Co-Founder of M&A **Business** Advisors, a full-service **Business** Brokerage and M&A Advisory Firm and The Leader in **Business** ...



LinkedIn

<https://www.linkedin.com> › mattcoletta

[Matt Coletta, CBB, CBI, MAMI](#)

Los Angeles County, California, United States · M&A Business Advisors

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BizBuySell

<https://www.bizbuysell.com> › ... › Los Angeles County

[Matt Coletta, CBB, CBI, M&AMI Business Broker Profile](#)

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certifiedbizbroker.com

<https://certifiedbizbroker.com> › our-agents

[Matt Coletta - Certified Business Brokers](#)

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When Buyers & Sellers are Referred to You, They Will Google You





M&A Business Advisors
The Leader In Business Sales & Acquisitions






Matt Coletta, CBB, CBI, M&AMI
Co-Founder / Managing Partner

- Business Sales
- Mergers & Acquisitions
- Valuation

Matt Coletta, CBB, CBI, MAMI

Co-Founder / Managing Partner at M&A Business Advisors
| Certified Business Broker | Merger & Acquisition Advisor |
Business Sales & Acquisitions | Exit Strategy | Business
Valuation | Selling My Business
Los Angeles County, California, United States
2K followers · 500+ connections

-  [M&A Business Advisors](#)
-  [SDSU / UCLA](#)
-  [Websites](#)

 [See your mutual connections](#)

[Join to view profile](#)

Contact Matt for services
Commercial Real Estate, Financial Planning, Financial Advisory, and Business Analytics
[See all details](#)

About

Matt Coletta is the Co-Founder / Managing Partner of M&A Business Advisors, a full-service Business Brokerage and M&A Advisory Firm and The Leader in Business Sales & Acquisitions. Matt has over 25 years of industry experience as a Certified Business Broker and M&A Advisor representing Sellers and Buyers in the CONFIDENTIAL sale of privately owned Businesses in a wide range of industries including Manufacturing, Distribution, Service, E- Commerce, Technology, Health Care, Food & Beverage as well as other industries. Matt is considered one of the most "Active Deal Makers" in California and is consistently in the top 10% industry wide.

They Will View Your LinkedIn Profile



Matt Coletta – Certified Business Intermediary & Certified Business Broker



Matt Coletta, CBB, CBI, M&AMI

Co-Founder / Managing Partner

Phone: [818-999-9621](tel:818-999-9621)

Email: info@certifiedbizbroker.com

License #01009458

Matt Coletta is the Co-Founder / Managing Partner of **M&A Business Advisors**, a full-service Business Brokerage and M&A Advisory Firm and *The Leader in Business Sales & Acquisitions*. Matt has over 25 years of industry experience representing Sellers and Buyers in the CONFIDENTIAL sale of privately owned businesses in a wide range of industries including

Manufacturing, Distribution, Service, E- Commerce, Technology, Software, Health Care, Construction, Automotive, Food & Beverage Related Businesses as well as other industries with revenues between \$2M – \$50M. Each Seller and Buyer receives the same personalized, quality service from Matt no matter how large or small. Matt is considered one of the most “Active Deal Makers” in California and is consistently in the top 10% industry-wide. Matt has earned the confidence and respect of both Sellers and Buyers he has represented as well as his fellow colleagues in the industry.

Matt has been a licensed California Broker since 1989 and his credentials include a Bachelor of Science Degree in Business Finance and a Designation Degree in Real Estate Development from SDSU & UCLA. Additionally, Matt has earned the **Certified Business Broker** (CBB) designation thru the California Association of Business Brokers (CABB). In 2022, the California Association of Business Brokers (CABB) awarded Matt Coletta the **Lifetime CBB Designation – LCBB**. Matt has served on the CABB Board of Directors since 2013. He

They Will View Your Website





ELITE Matt Coletta, CBB, CBI, M&AMI

Broker License # 01009458

[Show Phone Number](#)

Certified Business Broker with over 30 years Experience in Selling Privately Owned Businesses

Memberships



Certifications



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They Will View Your BrokerWorks Profile



Leveraging Your Profile to Attract Sellers

Your Profile is Marketing Beyond BizBuySell

When sellers search for a business broker, they find our Broker Directory

The image displays a Google search for "san francisco business brokers" and a detailed view of the BizBuySell Broker Directory for San Francisco County, CA.

Google Search Results:

- Search query: san francisco business brokers
- Results: About 14,100,000 results (0.37 seconds)
- Top results:
 - www.bizbuysell.com › Business Brokers › California
San Francisco County, California Business Brokers - BizBuySell
Hancock Commercial, Inc. **San Francisco Bay Area Business for Sale**, retail lease, office lease, commercial real estate, **Sale of Investment properties**. Pacific Coast **Brokers, Inc.** Blatteis Realty Co.
 - www.sunbeltnetwork.com › san-francisco-ca
Sunbelt Business Brokers San Francisco, CA
Buy and sell businesses in **San Francisco**, California with Sunbelt **Business Brokers**. Our experienced brokers align the interests of buyers and sellers for mutual ...
 - bayareabusinessbrokers.net
Bay Area Business Brokers
Bay Area **Business Brokers** provides small business sales and acquisition ... our reputation as an industry leader in California's **San Francisco Bay Area**.
Business Resources · Business Broker Consultation · About Us · Sellers

San Francisco County, CA Business Brokers (BizBuySell):

- Search: San Francisco County, CA
- Showing 1-21 of 21 brokers found serving this area
- Filters: 3
- Brokers listed:
 - Rhett Kniep, M&AMI, CBI, CBB** (ELITE)
Centurion 7 Business Advisors, Inc.
Business Intermediary Serving All of California
Centurion 7 logo, IBBA, M&A, CBI, CBB logos
Licensed Broker, Multiple Languages
Serving San Francisco County, CA
 - Vasilis Georgiou, CM&AA, M&AMI, CBI, CBB, MBA** (ELITE)
CrossRoads Business Brokers
Certified and Highly Experienced Business Broker
CrossRoads logo, IBBA, M&A, CBI, CBB logos
Licensed Broker
Serving San Francisco County, CA

“If you can’t market yourself, why should I think you can market my business?”

01 Use a professional photo



ELITE Matt Coletta, CBB, CBI, M&AMI

Show Phone Number

Certified Business Broker with over 30 years Experience in Selling Privately Owned Businesses

Memberships



Certifications



Share Broker Profile

About For Sale Sold

Company



M&A Business Advisors

www.mabusinessadvisors.com

Los Angeles, California

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03 Link your professional associations

04 Highlight sold listings

05 Describe your expertise & why they should choose you

02 Add your company logo and website

Which Professional Would You NOT Contact?

IBBA



16 years' experience selling restaurants, sales below

Contact Broker

MA



Bay Area broker specializing in getting deals done

Contact Broker

CABB



Local association chair, proven track record

Contact Broker



Contact Broker

Get More Areas Served with Premium & Elite

Areas Served

Locations where your profile appears in Broker Directory Search Results

- **Basic** = 1 Area
- **Premium** = 5 Areas
- **Elite** = 10 Areas


The more areas, the more chances to find new clients

The screenshot shows a 'My Profile' page with a navigation bar at the top containing links: View My Profile | Broker Directory | Find a Broker | Search Results | Home Page | Broker Match. On the right, there is a '100% Profile Strength' indicator. The main content is titled 'Areas Served' and is organized into three membership levels: Basic, Premium, and Elite. Each level is represented by a vertical bar on the left and a corresponding set of rows in a table. Each row contains three columns: a state (all are 'California'), a city, and a phone number (all are '11531753').

Membership	State	City	Phone Number
Basic	California	Los Angeles	11531753
Premium	California	Orange	11531753
	California	Contra Costa	11531753
	California	Santa Barbara	11531753
	California	San Francisco	11531753
	California	San Luis Obispo	11531753
Elite	California	San Bernardino	11531753
	California	Monterey	11531753
	California	Riverside	11531753
	California	San Diego	11531753
	California	San Diego	11531753


Premium & Elite Also Get More Exposure

Top California Brokers [See all California Brokers](#) | [I am a Broker](#)




Campbell, CA
Greg Carpenter
Representing Sellers of Established Businesses

[Contact Broker](#)



Pleasanton, CA
Norris Domingue
Successfully connecting buyers and sellers across the Bay Area

[Contact Broker](#)




Folsom, CA
John Hawke
Industry Expert

[Contact Broker](#)

BizBuySell Buy a Business | Buy a Franchise | Sell a Business | Tools & Advice | Business Brokers | Sign In | Join


California Industries Listing Types (3) Price Range More Filters Clear

California Businesses For Sale Showing 1500+ results sorted by featured Local Info




Auto & Sprinter Service & Repair-5 bay in Laguna Niguel
Laguna Niguel, CA
Excellent retail customer base with 5 star Yelp rating! Plenty of commercial accounts This is your perfect opportunity to purchase a profitable, turnkey auto repa...

\$198,888
Cash Flow: \$26,384
[Contact](#)



Highly Profitable Promotional, Printing & Marketing Business
Ventura County, CA
This is a great opportunity to take over a highly regarded Ventura business w/ a diverse repeat customer base. This location provides print, marketing and design solutions ...


\$350,000
Cash Flow: \$153,244
[Contact](#)




High Volume Dry Cleaning Plant with Drive Thru, Routes, & Lockers
Fresno, CA
State of the Art Green Dry Cleaning Plant with Drive Thru. Established in 1968 and is one of the best Dry Cleaners in the U.S. Comes with Carpet Cleaning...

\$1,990,000
Cash Flow: \$660,000
[Contact](#)


Featured Business Brokers




Doug Hubler
Apex Business Advisors



Brenda Duley
Old Town Realty



Steven Torres
Compass Story Residential



Rich Sadler
Rich Sadler International

BizBuySell™ The Internet's Largest Business for Sale Marketplace Seller Newsletter
September 2022




[Sell Your Business](#) | [Value Your Business](#) | [Find a Broker](#)

What Assets are Typically included in an Asset Sale?


Sheila Spangler of [Murphy Business Sales](#) in Idaho, discusses the common confusion regarding what assets are included in a typical "Asset Sale" and attempts to help alleviate any misunderstanding.

In this article, Sheila provides a complete breakdown of Assets Sales accompanied by an illustrative deal structure. Furthermore, she explains why buyers of small, privately owned companies prefer asset sales and what this means for the seller. A very interesting article on a popular type of acquisition.


[Read Sheila's article on BizBuySell >](#)


Featured Brokers on BizBuySell



Phil Eleson, ABI, CEPA, CMAP, MBA
Murphy Business Sales of Louisville
We sell great businesses.



CONNIE ANN PENDLETON
Ocala Business Brokers, Inc.
"Our Business is to help You Buy or Sell Your business"



[Repeating the Underrepresented: The Many](#)

...And Premium & Elite Get 1 Showcase Plus Email Credit/Month

The screenshot displays the BrokerWorks Premium interface. On the left, a sidebar contains navigation links: BrokerWorks Dashboard, My Listings, Manage My Listings, Other or Startup, View My Leads, Add a New, My Agents, Marketing Tools, Comps & Valuations, Networking Tools, My Searches, BizBuySell Edge, My Account, and Help. The main content area is titled 'Diamond Listing' and features a 'Select Diamond Listing' button for \$149.95/mo. Below this are two listing cards. The first card is for a 'Diner with Real Estate for Sale in Burlington County' in Litchfield, CT, priced at \$150,000 with a cash flow of \$45,000. The second card is for an 'Owner/Operated Outdoor Lighting Business For' in Kent County, RI, priced at \$456,000 with a cash flow of \$78,000. To the right of these listings is a vertical panel with two 'Basic Upgrade' buttons. A large green arrow points from the bottom 'Basic Upgrade' button to the 'Showcase Plus Email' listing card. The 'Showcase Plus Email' section has a 'Select Showcase Plus Email' button for \$59.95/mo (Free Credit Available) and lists features such as '2x larger than our Basic ad', 'Featured display in search', and 'Larger display size'. At the bottom left, there is a 'Not at this time' button.

- Each credit moves 1 listing to the top of Showcase Search Results, includes BuyerBlast & prospect list (but you must use it!)
- You may have an unused credit in your account right now (but it will expire on 9/30)
- Click the Upgrade link next to a listing & look for 'Free Credit Available'

Leveraging BrokerWorks to Attract Buyers

Your Listing Control Center

BrokerWorks Dashboard

My Listings ▼

- Manage My Listings
- Other or Startup Listings
- View My Leads

[Add a New Listing](#)

My Agents ▼

Marketing Tools ▼

Comps & Valuation ▼

Networking Tools ▼

My Searches ▼

BizBuySell Edge [Learn More](#)

My Account ▼

Help





My Listings

11 listings
Using 9 listings of 10 Showcase Choice (manual rotation) 1 Showcase Plus Email credit

[Search](#)

[Add a Listing](#)

Get More Exposure!

	Showcase Choice	Listing Level
 Highly Profitable Northern Califor... Status: Live Ad#:1234567 Ref ID: 6354 Added: 03/04/20	<input checked="" type="checkbox"/>	Showcase Choice Upgrade
 Install... Status: Live Ad#:1234567 Ref ID: 6355 Added: 03/04/20	<input checked="" type="checkbox"/>	Showcase Choice Upgrade
 Home... Status: Live Ad#: 1234567 Ref ID: 6351 Added: 02/04/20	<input checked="" type="checkbox"/>	Showcase Choice Upgrade
 Contra Costa County Automotive ... Status: Live Ad#:1234567 Ref ID: 6353 Added: 01/09/20 BuyerBlast Sent 1/13	<input checked="" type="checkbox"/>	Showcase Choice Upgrade

Listing Actions ▼

- Edit Listing
- Attach Photo/Document
- Distribute Listing
- Share Listing
- View Stats
- View Leads
- View Brochure
- Turn Co-Brokering On
- Delete Listing
- Send BuyerBlast

Marketing Checklist for Business Listings

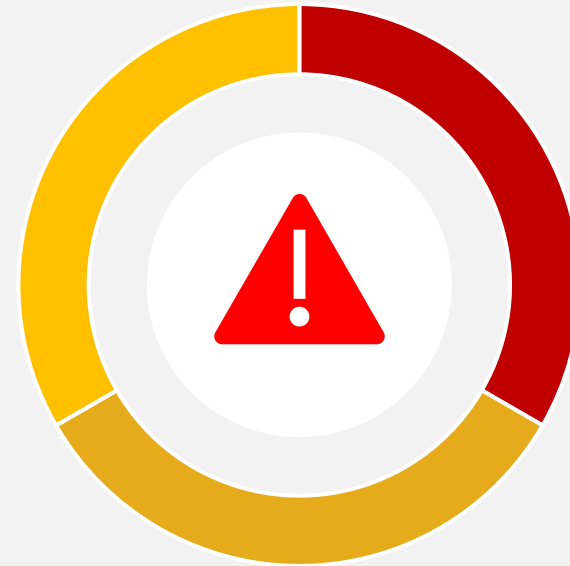
- ✓ Maximize Industry & Location Info
- ✓ Always Use Photos
- ✓ Write Great Titles & Descriptions
- ✓ Include Key Financials
- ✓ Indicate Seller Financing if Available
- ✓ Increase Exposure as Appropriate



- Reach more buyers
- Get more leads
- Sell more businesses
- Make more money

WHAT NOT TO DO Checklist

- ✘ Write in ALLCAPS
- ✘ Not spell/grammar check
- ✘ Too little or too much info
- ✘ Not using 2nd business category (when relevant)
- ✘ Bland listing headline
- ✘ Blurry photo or no photo at all



- Reach less buyers
- Get less leads
- Sell less businesses
- Make less money

Photos Make Your Listings Stand Out!

Four Rules of Thumb



480 x 640-pixel, landscape image preferred



No logo, URL, contact info or overlaid text/graphics



Avoid blurry or distorted images



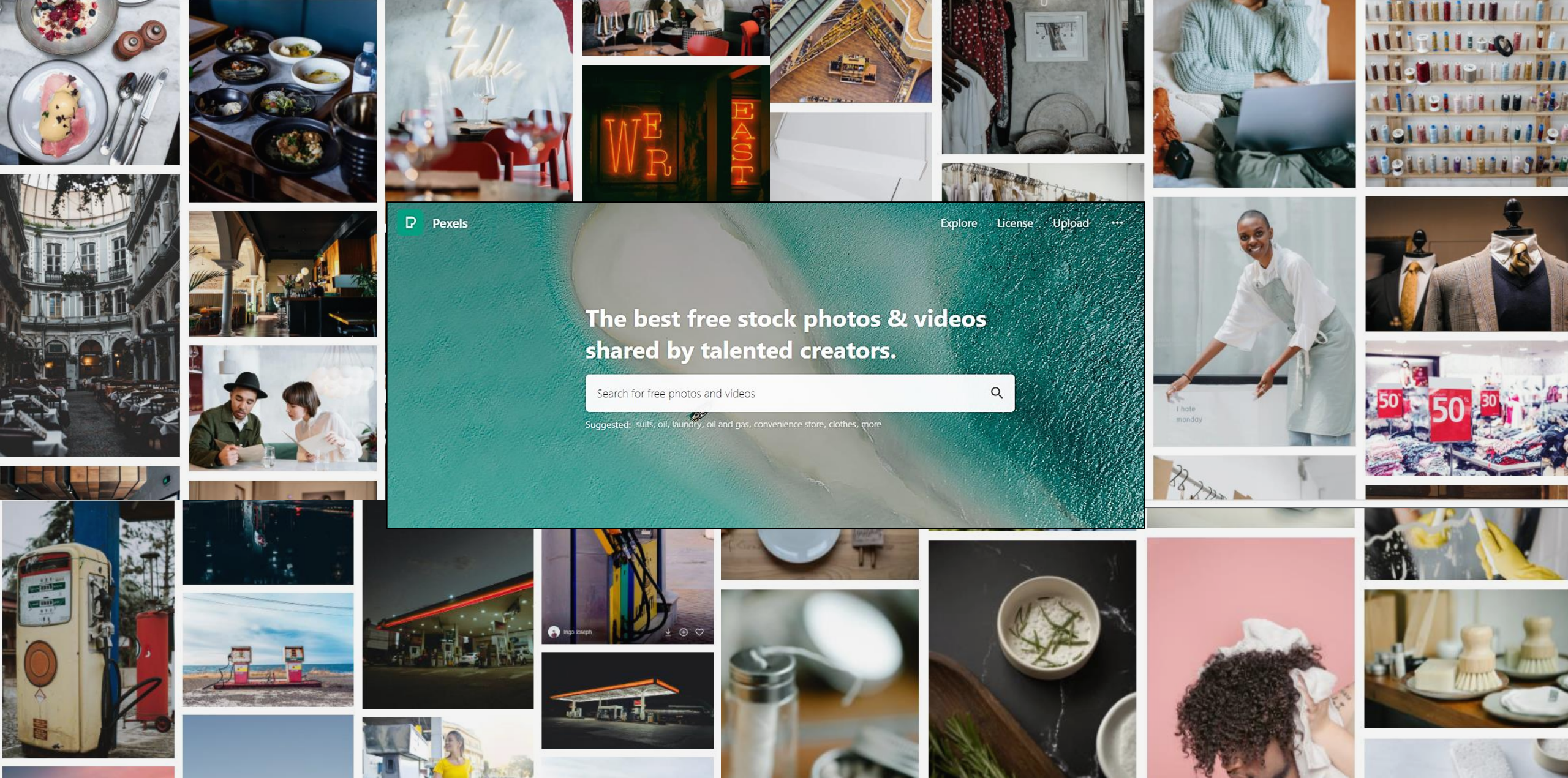
Use stock photos when sale is confidential, but no watermarks or copyright violations

480px



640px

Pexels.com - a Free Source of Quality Stock Photos



Pexels

Explore License Upload

The best free stock photos & videos shared by talented creators.

Search for free photos and videos

Suggested: suits, oil, laundry, oil and gas, convenience store, clothes, more

Listing Exposure Tiers



The Most Exposure

Diamond Listing



More Exposure




Showcase Listing



Basic Listing

BizBuySell™ Buy a Business ▾ Buy a Franchise ▾ Sell a Business ▾ Tools & Advice ▾ Business Brokers ▾ BrokerWorks ▾

California Industries ▾ Listing Types (3) ▾ Price Range ▾ More Filters ▾ Clear Save Search ▾

	Hardware & Garden Store SC2037 Amador County, CA This Northern California based company has been in business for over 27 years serving the local community with hardware and garden supplies. This is a well established retailer in the area, renown for their selectio...	\$850,000 Cash Flow: \$239,485 Contact
	Established Medical and Cosmetic Practice Los Angeles, CA This established practice in West Los Angeles/Brentwood combines an full-service Family Medicine practice with a cosmetic medical practice Both are under the supervision of the physician but the cosmetic practice has separate management and staffing. Thus the cosmetic practice is able to...	\$375,000 Cash Flow: \$320,000
	Meat & Produce Market Los Angeles, CA Excellent, established and successful meat and produce market in Los Angeles. 21 years o...	\$279,000 Cash Flow: \$112,000

Diamond Features

HIGHEST EXPOSURE

- Largest ad appears at top of Search Results
- 'Contact Seller' button driving buyers directly
- Reinforcement Ad to buyers as they browse

MONTHLY BUYER BLAST

- Send every month to buyers requesting info about listings like yours
- Custom prospect list of opt-in buyers

MULTI-MEDIA ASSETS

- Unlimited photos
- 2 videos
- 3 attachments

Stand Out from Competitors

Showcase Plus Email Features

ELEVATED EXPOSURE

- Drive more traffic to a single listing
- Move one listing above Basic as in Search Results

BUYER BLAST

- Send to buyers requesting info about listings like yours
- Custom prospect list of opt-in buyers

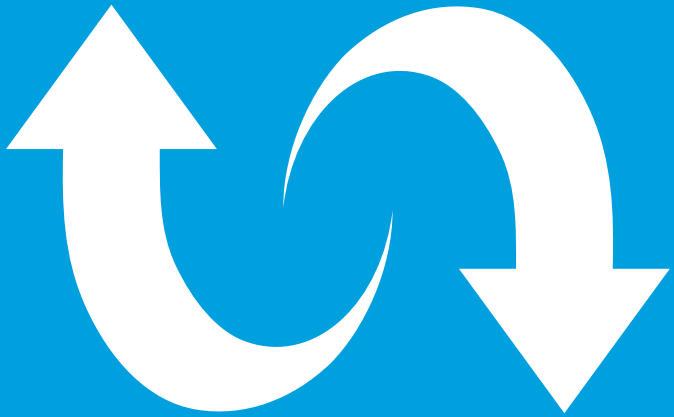
MULTI-MEDIA ASSETS

- 6 photos
- 1 videos
- 3 attachments

Elevate a Single Listing

Showcase Choice Features

ELEVATE, ROTATE, REPLACE



ELEVATED EXPOSURE

- The best value for multiple listings
- Instantly swap multiple listings above Basic ads
- Rotate and replace as you desire

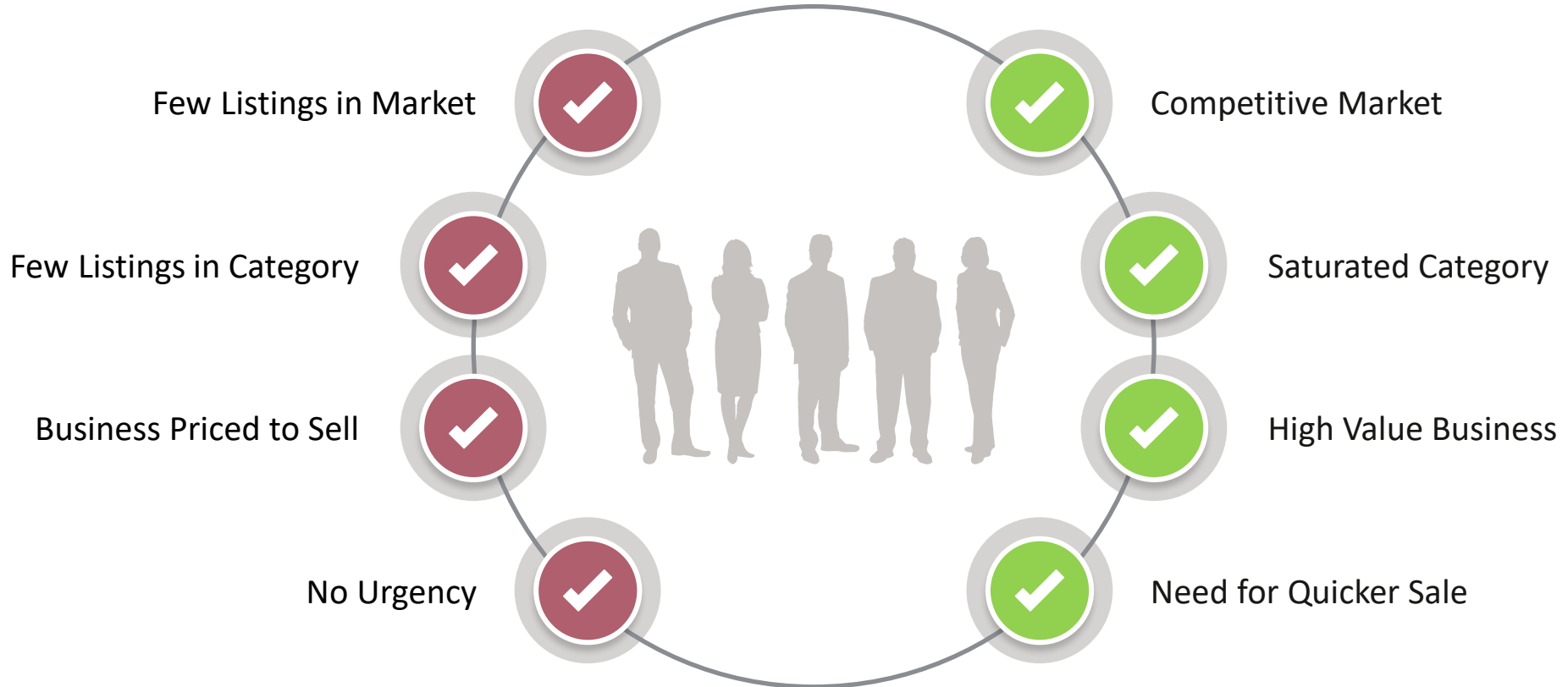
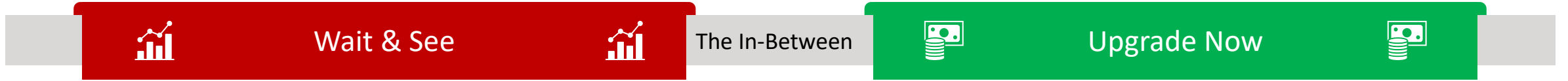
MULTI-MEDIA ASSETS

- 1 photos
- 1 attachment

Great for Multiple Listings



Guide for Upgrading Listings





Q&A and Feedback

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1-888-777-9893

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