

Why Hire A CABB 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. And, 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 an outside third party or key employee or transferred through an orderly succession to a family member. Thus, every business owner should ensure the best and most professional representation is retained to accomplish a successful sale.

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

CABB CBB Certification

The CBB designation is a professional credential earned by experienced and dedicated Business Brokers who are members of the California Association of Business Brokers (CABB). It is only awarded following continuous education and demonstrated superior working knowledge of Business Brokerage skills. This difficult to obtain designation has been awarded to less than 300 recipients statewide.

Distinct Qualifications

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

- **Experience** – A minimum of 4 years full-time Business Brokerage experience and must be actively involved in the deal-making process, or management of the process.
- **Ethics** – A thorough understanding and commitment to uphold the Association's Code of Ethics.
- **Education** – CBBs must complete required educational courses in addition to attending CABB, IBBA or M&A Source Conferences for professional development and re-certification every 4 years.
- **Successful Deals Closed** – Proof of successful transactions closed every 4 years.

The expert guidance offered by a CBB will bring peace of mind and security to a process that can be complex and challenging. This credentialed professional can help both sellers and buyers navigate the acquisition and sale process in a smooth and methodical fashion and assist in achieving a win-win transaction. When considering a sale or purchase, work with a professional, a California Association of Business Brokers - **Certified Business Broker (CBB)**.



**California Association
of Business Brokers**

www.cabb.org