

Business Buyer Advocate.

Ted J. Leverette

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Serving Searchers and Buyers Worldwide

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Why does my searching for you (and/or my guidance) work for you?

Commitment. It's typical for my clients to say, "You work harder to help me than I would for myself. And you have more credibility than I do on the dealmaking field."

Shielding your privacy. We don't, upfront, have to fully disclose your identity. I can speak for you until you and I believe it is in your self-interest to interact with owners.

Warriors in battle. No matter how much you know, no matter how prepared you are, no matter how assertive you can be, when you go onto the buyer/seller battlefield you compete against people who fight every day, people such as me and the buyers I represent. What do you think goes through a seller's mind when I show up with a trained buyer the day the seller is talking to a lone-wolf, do-it-yourself or first-time buyer?

Credibility. If the owner doesn't know who I am, it's easy to check me out before telling me the company might be available for investment, purchase or merger.



I work the hidden market. That's where to find unadvertised companies for sale by-owner or could become available to buyers who know how to approach the owners.

First on scene. Because I am in constant contact with owners, brokers and advisors, I can be first on scene when owners decide to sell. This puts you ahead of your buyer competition and it serves you the opportunity for first refusal.

Experience. Owners expect to hear certain things in certain ways. If they don't hear what they expect, they become suspicious or lose patience. I know what to say and when to say it. What to show and when to show it. And when and how to follow up.

Fewer mistakes. I think you agree that you'll probably make more mistakes than I will.

Time and resources. I, and my resources, have the time to work for you. It's our job. We're efficient because we know how to interact with owners and sources of referral. We use proven communication scripts. We know when to make contact and what to say.

I'll be around tomorrow. Sellers know I survive on my reputation. They know I'll be around long after you (if you don't buy their business). The way sellers treat you and me determines whether I introduce them to another buyer if you "pass" on their business.

Some sellers don't like paying business brokers. (Surprise!) Without you and me, sellers may have to resort to paying a brokerage commission of 10-12% or more of the selling price of their business. The minimum fee ranges from \$10,000 to \$50,000. I've never met owners who don't like more money in their pocket. (What about you?)

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You only get one chance to make the best first impression. [Watch my video.](#)

"Buying a Business"

Changing Times

Before you can succeed at running a business, you have to succeed in shopping for one. You'll need all the expert help you can muster: a team of specialists to assist in your investigation and give yourself credibility in the eyes of lenders (and the seller).

Consider including a small business consultant.

Many of the most desirable ventures never show up in ads (or broker listings).

Most small business deals are made without a go-between.

Success turns on getting the business for a fair price. Formulas abound for setting the "right price," but the results are shaky.

An advisor was a buffer between us: As a result, we stayed friendly with the seller and he financed a lot of the deal.

I motivate. Owners need continuous motivation to sell. Even to talk to searchers. Like you, they're busy. They have to add the task of selling their business to everything else they do. Owners also need to recognize a fair offer when they see one. I help owners understand their risk if they delay their sale or if they decide to "shop" their company among multiple buyers. Most sellers believe me when I say I know how to minimize their effort to sell, because the buyer I represent intends to proceed efficiently, confidentially and then make a fair offer.

I don't take advantage. Owners need to know they won't be taken advantage of. Confidentiality is vital to them. I can prove I have a history of fair-dealing. My reputation can transfer over to you.

I court owners. Few owners admit that they'll consider selling their business. Even if they want to sell, they fear "being for sale." Trust and rapport precede disclosure.

Answers. As a buy/sell expert, I answer some of the seller's questions. This is important, because I can preempt sellers from seeking premature advice from advisors who have been useful to their business but do not know enough about how to sell it (and may, in fact, be a deal-killer because, frankly, buyers don't keep the seller's advisors).

Impartiality. Sellers suspect everything buyers say is primarily beneficial to the buyer, probably at the seller's expense. When I say something is "normal," which my buyer wants or proposes, most sellers give me the benefit of the doubt, and then they seek confirmation from their advisor before judging the merit of my client's request or offer.

Reality. I bring reality to sellers. If their advisors are not competent, I suggest replacements. If their asking terms are out of line, I explain why. If they stall, I show them the cost of delay. If my buyer can't make the case to sellers, I try to do it.

Advocate for the deal. Buyers and sellers come and go. Good deals last; beneficial to everyone. I am an advocate for a win-win deal, so sellers can expect to be paid the full price when financing buyers. And buyers can get a good return on investment.

I can spot a fake. It's surprising how many owners pretend to be for sale, so they can test the market for their business, trying to learn about its value and glean free management advice from hopeful buyers.

More owners know me than know you. Given a choice, most people prefer to do business with people they know. People highly visible, such as online. Such as authors. I add to your legitimacy.

Let's talk about it.

**Before you can buy a business,
you first have to find one worth buying!**