



AMERICA'S  
**SBDC**®



## How to Buy, Value or Sell a Business

Bob House

*General Manager, BizBuySell*

Ed Pendarvis

*Founder, Business Buyers University*



# Bob House, GM BizBuySell

- BizBuySell.com - the Internet's largest and most active business-for-sale marketplace.
  - ✓ 47,000 businesses listed for sale
  - ✓ 1.6 million monthly visits
  - ✓ Database of over 75,000 sold business comps
  - ✓ Leading franchise directory
- Bob formerly served as **Director of Product** for several Internet businesses including BizBuySell and AllBusiness.com, a leading online resource for starting, growing, and managing small businesses.
- Bob is a former small business owner of an independent travel tour company.



# How to Buy, Value or Sell a Business

1. Buying a Business

2. Valuing a Business

3. Selling a Business

## Start or Buy: Some things to consider



# Advantages of Buying an *Existing* Business

- Actual results rather than proforma
- Immediate, predictable cash flow
- Trained employees
- Established suppliers and credit
- Establish customers and referral business
- Existing licenses and permits
- A business plan for growth and seller training
- Easier to secure financing (plus option of seller financing)
- Work-life balance



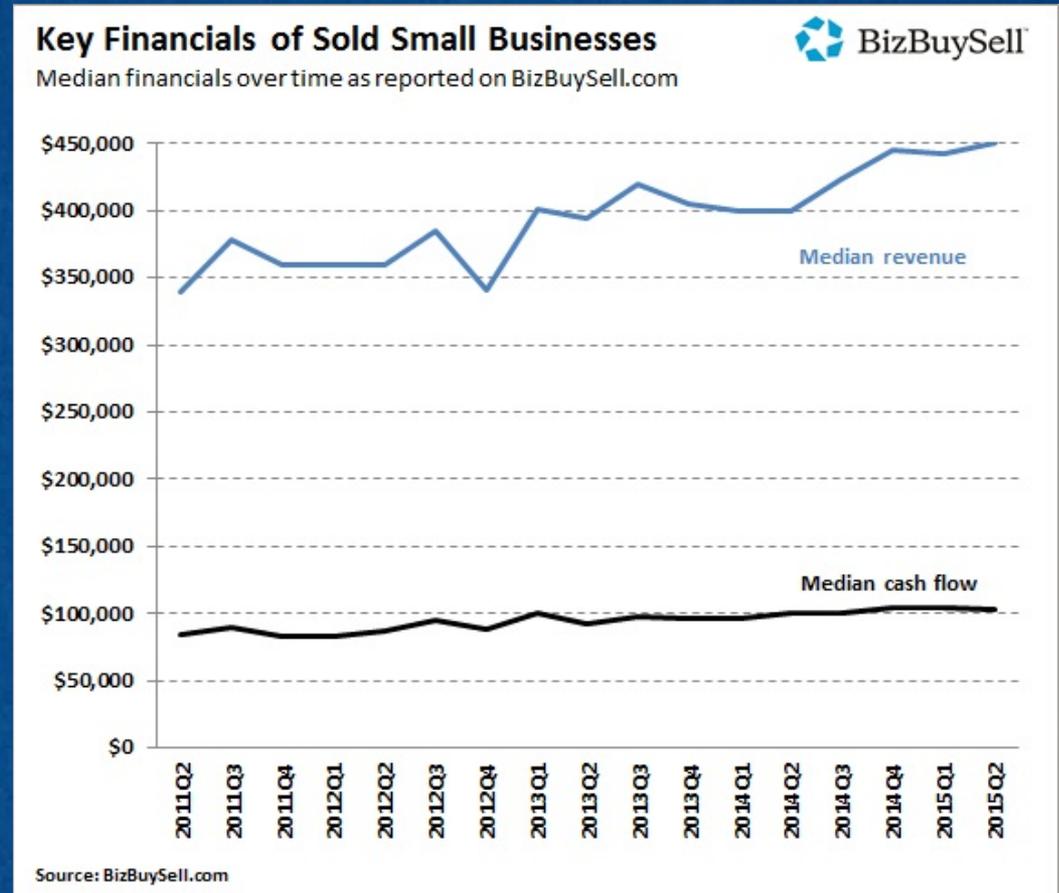
# Advantages of Buying a *Franchise*

- Brand recognition
- Proven product or service
- Ongoing support means you are in business for yourself, but not by yourself
- High success rates
- Operating system in place - all the mistakes have been made already!
- Opportunity to add additional units within the franchise system
- Training by the franchisor
- Availability of seller financing



# Now is a great time to buy a business

- Strong and improving small business financials
- Historically low sales prices as a multiple of cash flow
- Improved financing conditions
- Increased choice as boomers exit



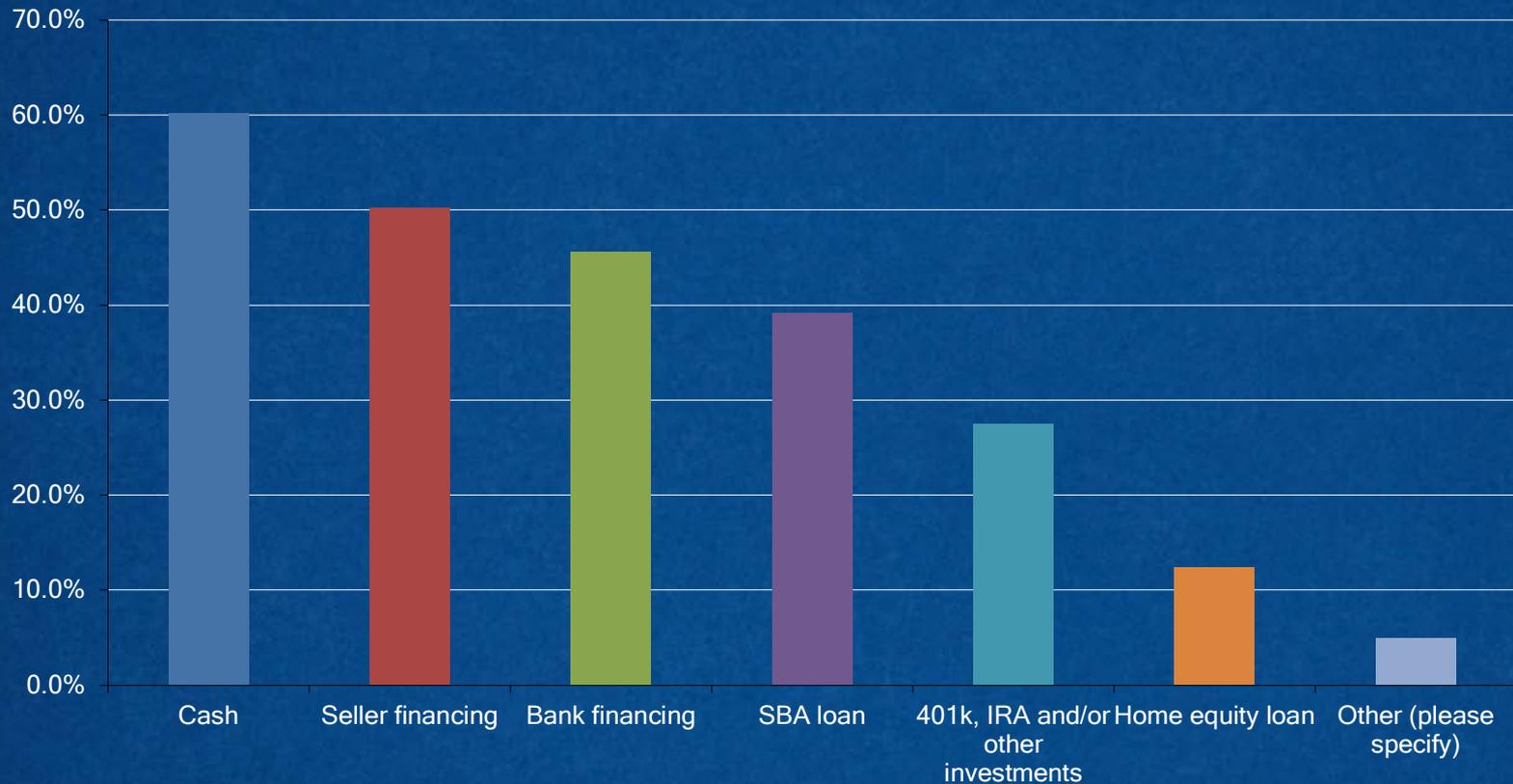
## Buyers are (still) confident

- August 2015 survey of 700+ buyers
- 95% plan to buy within 1-2 years (same as 2014)
- 71% of buyers think they can buy for an acceptable price today (down from 78% in 2014, 80% in 2013)
- More buyers believe they could have received better value a year ago (31%) versus buying today (14%)
- China effect? 28% of buyers believe they can get better value by waiting a year versus 18% who believe they get better value today

# Business Purchase Funding

How do you plan to pay for the business?

(Select all that apply)



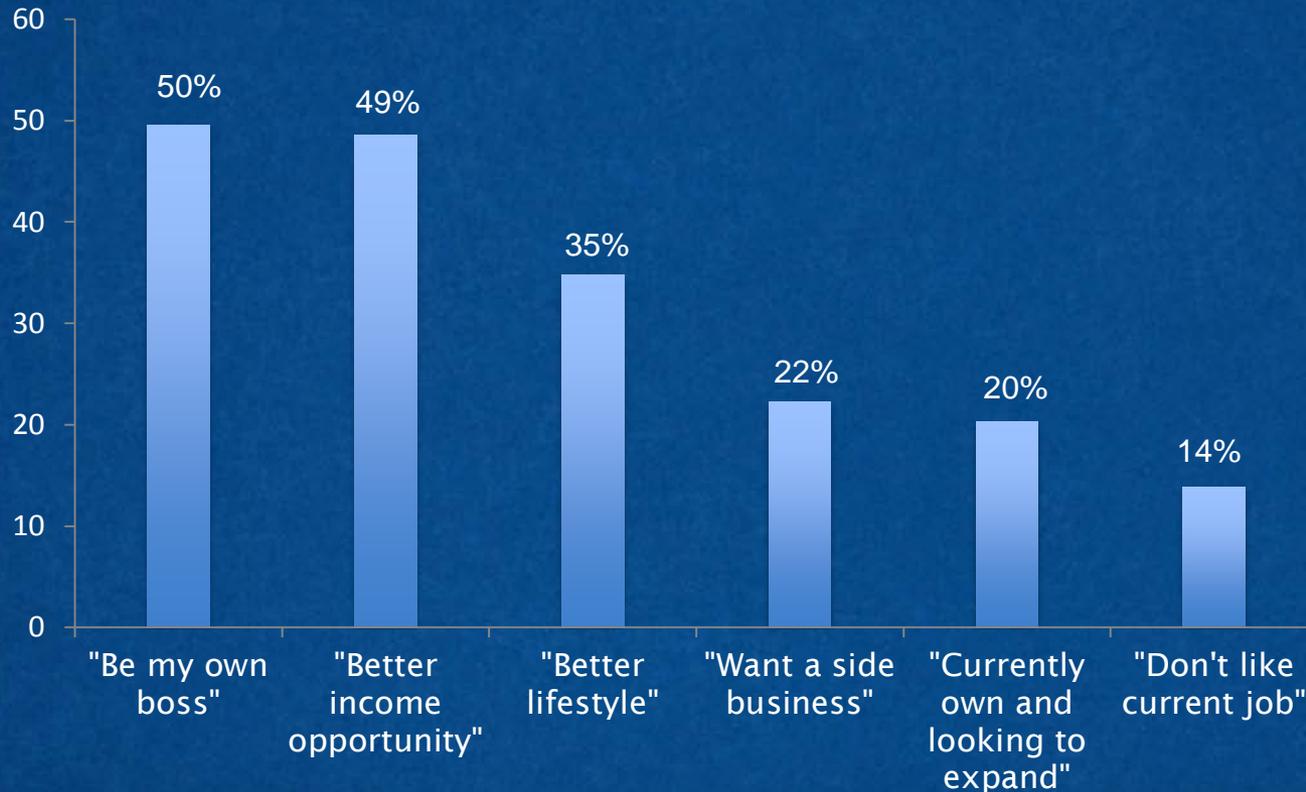
# What Are Business Buyers Looking For?



# What Motivates Business Buyers?

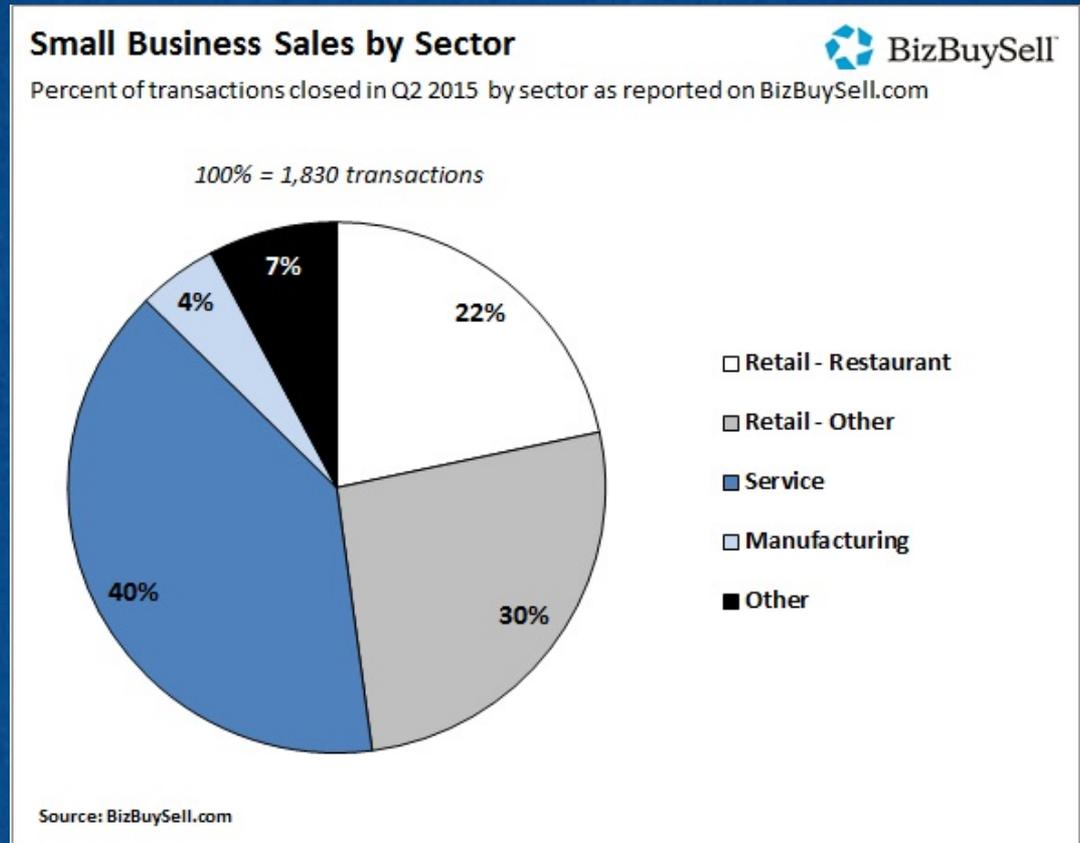
What are the primary reasons you are looking to purchase a business?

(Select all that apply)

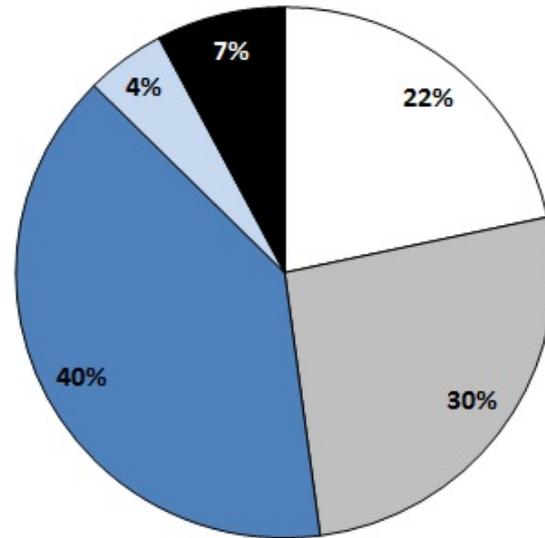


# Top Business Categories

- Service Businesses
  - Health/Medical/Dental
  - Auto Repair
  - Dry-Cleaning/Laundry
- Retail Businesses
  - Restaurants
  - Convenience Stores
  - Bars/Taverns
- Manufacturing
- Internet/Online



100% = 1,830 transactions



- Retail - Restaurant
- Retail - Other
- Service
- Manufacturing
- Other

Source: BizBuySell.com

# Finding a Business to Buy



# Buying a Business: 3 Fast, Free & Easy Steps

1. Search online and find a few of businesses of interest
2. Educate yourself on buying a business
  - Local SBDC office
  - BizBuySell Guide to Buying a Business (free download)
  - Business Buyers University
3. Go see some businesses and the listing brokers
  - You have to go on some 'dates' before getting married
  - Brokers have other businesses which may be better fit

## What Does BizBuySell Offer Counselors With Buying Clients?

Search 47,000 Businesses for Sale	Free
BizAlerts, Saved Searches, Saved Listings	Free
Franchise Directory (300+ opportunities)	Free
Valuation Reports	Free
Guide to Buying a Business	Free
Articles and Resources on Buying and Financing	Free
SBDC Resource Center	Free

# SBDC Resource Center

- Access free e-book guides to buying and selling a business
- Access free valuation reports and how-to videos with redemption instructions
- Links to many free resources for clients and counselors
- Continual updates and additions until the next ASBDC conference

[www.bizbuysell.com/asbdc](http://www.bizbuysell.com/asbdc)



 BizBuySell

## AMERICA'S SBDC Resource Center

Free Resources and Valuable Tools for SBDC Counselors

Questions or suggestions? Email us: [ask@bizbuysell.com](mailto:ask@bizbuysell.com)

### Planning & Advice

- **FREE 1-Year Premium Membership**  
An \$89.95 value! Access exclusive features, educational videos, recommendations and more. Email [Ask@BizBuySell.com](mailto:Ask@BizBuySell.com) for your promo code.
- **FREE Valuation Reports to Help Clients**  
Get access to data from over 68,000 comparable sold businesses & 45,000 businesses for sale. Email [Ask@BizBuySell.com](mailto:Ask@BizBuySell.com) for your FREE promo code.
- **FREE Resources for Buying or Selling a Business**  
Search 45,000+ businesses for sale, 300+ franchise opportunities, access our Buyer and Seller Resource Libraries. Get email alerts of new businesses for sale.

### Materials & Handouts

- **FREE Guide to Buying a Small Business**  
A detailed overview of the business buying process, including how to find and value businesses, plus tips for negotiating a buyer-seller agreement.
- **FREE Guide to Selling Your Small Business**  
A comprehensive overview of the small business sales process to help maximize selling success, including tips on how to prepare a business for sale.
- **FREE Presentations and Workshop Materials**  
Our presentations discuss the benefits of buying a business, plus give advice on selling a business. Use our templates to promote and host your own workshop.



### See You at America's SBDC 35th Annual Conference Visit the BizBuySell Booth and Attend Our Workshop!

BizBuySell Welcomes SBDC Counselors To San Francisco, September 8-11, 2015. Many of you will be traveling a long way and we want you to enjoy every minute. Here's a few recommendations from the BizBuySell team.

- "Tartine Bakery on 18th & Guerrero. Anything you get there will be unforgettable (though skip the cookies). For a truly life changing event order a loaf (or half loaf) of their bread. The line is worth it, I promise." –Advertising Specialist Liz Berman
- "Musée Mécanique on Pier 45 on Fisherman's Wharf. It's one of the largest privately owned collections of coin-operated mechanical musical instruments and antique arcade machines in the world." – Senior Product Manager, John Hale
- "San Francisco's cable cars are the only National Historic Monument that can move! San Francisco's cable cars have been around since 1873. Ride through historic neighborhoods of North Beach, Nob Hill and Union Square." – Quality Assurance Tester, Aurora Baron



### Help Clients Find the Perfect Business with Premium Membership

- Premium Membership is FREE for 1-Year to All SBDC Counselors (\$89.95 value!).

Get valuable information and advanced features to help your clients, including educational videos about buying and selling a business, custom recommendations, exclusive listing alerts, and more. Learn more about Premium Membership or email [Ask@BizBuySell.com](mailto:Ask@BizBuySell.com) to get your centers promo code.

# 47,000 Businesses to Search

Search by dozens of categories, specialized keywords, and financials

## RETAILING BUSINESSES

Apparel and Accessory Stores  
Automotive Dealers  
Bars/Tavern  
Blding Mat.  
Hardware, Garden  
Convenience Stores  
Florists  
Gasoline Service Stations  
General Merchandise Stores  
Home Furniture & Furnishings  
Liquor Stores  
Marine Dealers & Equipment  
Miscellaneous Retail  
Other Eating & Drinking Places  
Other Food Stores  
Pet Shops & Supplies  
Restaurants  
Supermarkets  
Vending Machines

## SERVICE BUSINESSES

Agents & Brokers  
Amusement & Recreation  
Auto Repair, Parts & Services

Beauty Salons, Barber Shops  
Computer & Software Services  
Dry-cleaning/Laundry Services  
Educational Services  
Engineering & Accounting Svcs  
Finance, Banking, Loans, etc.  
Freight, Moving/Delivery  
Health, Medical & Dental  
Hotels & Other Lodging Places  
Landscaping & Yard Services  
Legal Services  
Marine Repair, Parts & Services  
Membership Organizations  
Miscellaneous Repair Services  
Miscellaneous Services  
Motion Pictures  
Museums, Art Galleries, Zoos  
Other Business Services  
Other Personal Services  
Other Travel & Transportation  
Passenger Transportation  
Pet Care & Grooming  
Social Services  
Storage & Warehousing  
Travel Agencies

## INTERNET BUSINESSES

Business Services (B2B)  
Consumer Services (B2C)  
Domain Name/Basic Site  
General Internet  
ISP/ASP Services  
Software - Web Design/Tech Services

## MANUFACTURING BUSINESSES

Apparel & finished fabrics  
Chemicals & Allied Products  
Electronic & Electrical Equip.  
Fabricated Metal Products  
Food and Kindred Products  
Furniture and Fixtures  
Industrial & Comm. Machinery  
Leather and Leather Products  
Lumber and Wood Products  
Measuring & Analyzing Instr.  
Miscellaneous  
Paper & Allied Products  
Petroleum Refining  
Primary Metal Industries  
Printing, Publishing  
Rubber and Plastic Products  
Stone, Clay, Glass, Concrete  
Textile Mill Products  
Tobacco Products  
Transportation Equipment

## WHOLESALE/DIST. BUSINESSES

Durable Goods  
Nondurable Goods

## CONSTRUCTION BUSINESSES

Building  
Heavy  
Special Trades

## BUSINESS REAL ESTATE

For Lease  
For Sale  
Agriculture  
Communications  
Electric  
Gas  
Water  
Sanitary Svcs  
Mining  
Non-classifiable Establishments

To search all businesses, go to the BizBuySell homepage



**BizBuySell**™ The Internet's Largest Business for Sale Marketplace

In alliance with **WALL STREET JOURNAL**  
Small Business wsj.com

[Buy a Business](#) | [Buy a Franchise](#) | [Sell a Business](#) | [Tools & Advice](#) | [Business Brokers](#) | [Sign In](#)

**The Most Buyers**  
100,000+ successful business sales

**The Most Sellers**  
45,000 active for-sale listings

**The Most Traffic**  
12.3 million monthly page views

[Find a Business for Sale](#) | [Find a Franchise](#) | [Find a Broker](#)

Show All Business Categories ▼ | California ▼ | - All Counties - ▼ | \$ Min | \$ Max | [Search](#)

Advanced search

**Top Business Categories in California** [See more categories](#)

<a href="#">Seller Financed Businesses</a>	<a href="#">Restaurants for Sale</a>	<a href="#">Convenience Stores for Sale</a>	<a href="#">Gas Stations for Sale</a>
<a href="#">Dry Cleaners for Sale</a>	<a href="#">Liquor Stores for Sale</a>	<a href="#">Barber/Beauty Salons for Sale</a>	<a href="#">Bars for Sale</a>
<a href="#">Real Estate for Sale/Lease</a>	<a href="#">Hotels &amp; Motels for Sale</a>	<a href="#">Vending Machine</a>	<a href="#">Work From Home</a>

**Showcase Businesses**  
Over 9,000 daily viewers — Get featured here

 Amazing Interactive Toy Company	 Web Tech Business Investment Opportunity	 Breathalyzer Vending Route Low Maintenance	 #1 Opportunity Credit Repair Business
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**Spotlight Franchises**  
Market Your Franchise — Get listed in the directory

“Buy a Business” will take you to Advanced Search >>

Select your basic or advanced criteria

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

## Search for Established Businesses for Sale

[Established Businesses](#)[Franchises](#)[Asset Sales](#)[Start-Up Businesses](#)[Real Estate](#)[Classifieds](#)[Your Saved Searches](#)[Search Tips](#)

Select State/Region

Florida

Select County

Any County

Business Categories

Restaurants

City or Keyword

 Any keyword  All keywords

Asking Price

\$Low

to

\$High

Gross Income

\$Low

to

\$High

Cash Flow

\$Low

to

\$High

Listings added

Any time

Home Based Businesses

Show All

Broker Membership

Do not search by membership

Broker Certification

Do not search by certification

- Hide listings with no prices
- Only show with seller financing
- Show relocatable listings

[Search Businesses For Sale](#)

### BizAlerts

Be first to know when businesses are listed.

### Valuation Reports

Instant access to actual for-sale and sold comps.

### Business Brokers

Find the perfect business with the help of a local business broker.

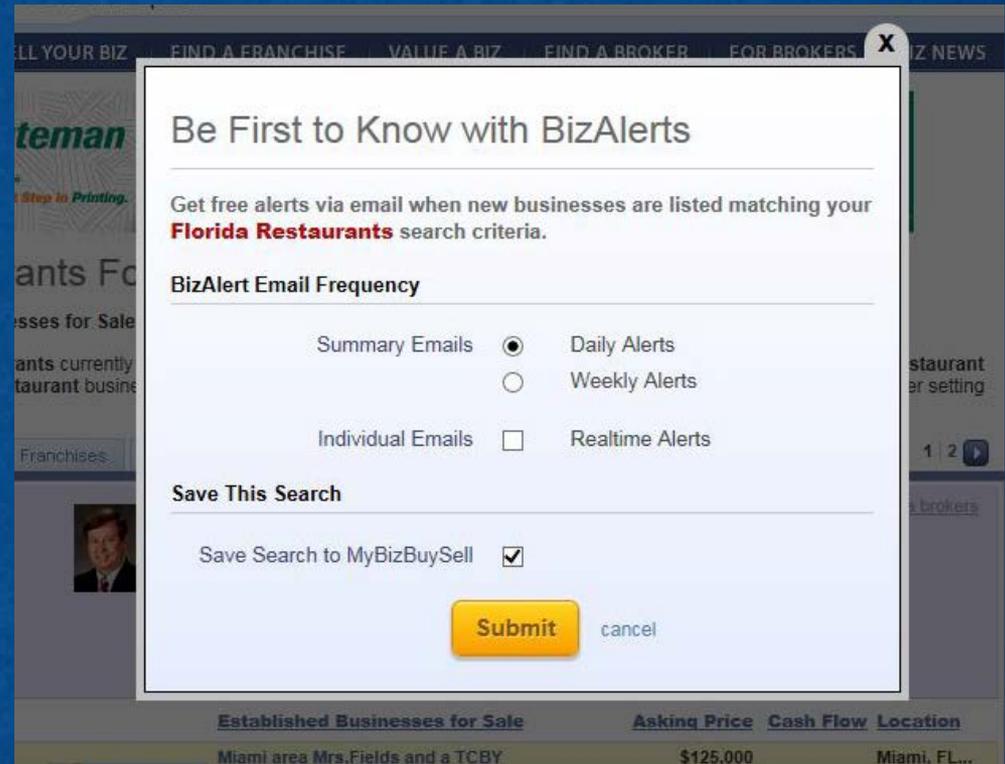
**Great Franchise Opportunities!**

[Find Yours Now](#)

# You've Created a Search, Now Create a BizAlert

Receive a notification each time new businesses that match your search criteria are added to the market. BizAlerts are also a great way to help you monitor local markets for clients.

#1 - Choose frequency and to save the search



The screenshot shows a modal dialog box titled "Be First to Know with BizAlerts". The dialog contains the following text and options:

Get free alerts via email when new businesses are listed matching your **Florida Restaurants** search criteria.

**BizAlert Email Frequency**

Summary Emails  Daily Alerts  
 Weekly Alerts

Individual Emails  Realtime Alerts

**Save This Search**

Save Search to MyBizBuySell

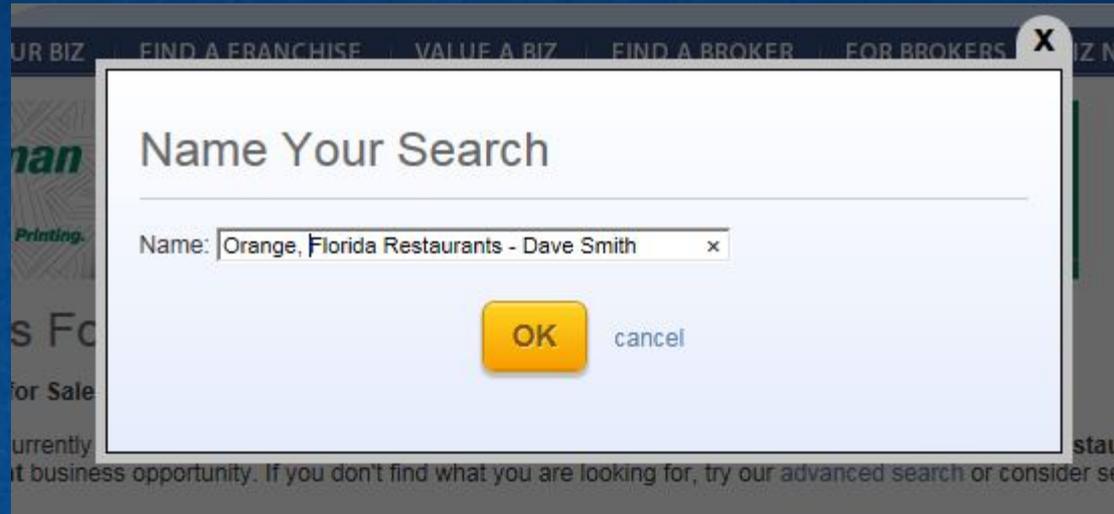
Submit cancel

At the bottom of the dialog, there is a table with the following columns: "Established Businesses for Sale", "Asking Price", "Cash Flow", and "Location". The first row of data is: "Miami area Mrs.Fields and a TCBY", "\$125,000", and "Miami, FL...".

Click out of it to continue to the Search Results, or continue >>

## #2- Name Your Search

Tip: Personalize with client's name for easy reference



## #3- Sign-In & Save

(If you haven't already) to save the search



Next, you'll be taken to the Search Results >>

# Florida Restaurants For Sale

1164 Florida Restaurants For Sale Found.

[Established Businesses](#)
[Franchises](#)
[Asset Sales](#)
[Start-Up Businesses](#)
[Real Estate](#)
[Classifieds](#)

[▼ Refine Your Search](#)
[★ Save This Search](#)
[✉ Get BizAlert](#)
[▼ Sort Results](#)



**Featured Florida Broker**  
**Foster Business Brokers**  
 We're small-office with a lot of contacts in South Florida.

[More Florida Brokers](#)



## Downtown Miami Restaurant

*Downtown Miami Restaurant*

**\$295,000**

**Seller Financing Available**

Cash Flow: \$150,000

**Miami, FL**

1,000 SF Restaurant with 2COP in the heart of Miami's 24 Entertainment District Rent - \$2,700/month 7 years remaining on lease Only open for Dinner 5 days per week Perfect for a chep/operator Great...



## Karma Sushi & Steakbar in Mizner For Sale

*Karma Sushi & Steakbar in Mizner For Sale*

**\$295,000**

**Boca Raton, FL**

-Huge Price Reduction!!! -Multi-Million Dollar Build Out! -Located in the heart of Mizner Park surrounded by office space, apartments, retail and restaurants. -5,000 sq.ft. Restaurant with large, wraparound patio...



## Old Florida Seafood House

*Old Florida Seafood House*

**\$425,000**

**Wilton Manors, FL**

12,000SF plus Restaurant for sale. Located in the heart of Wilton Manors!! Can be converted to be one of the biggest nightclub in Broward County. Super low rent. Long term lease remaining. 120 parking...



## Italian Restaurant Parkland/North West...

*Italian Restaurant Parkland/North West Broward*

**Hot | \$149,900**

**Seller Financing Available**

Cash Flow: \$230,000

**Broward County, FL**

Step into this fantastic opportunity without the hassle of building your own from scratch.



## Pizza Cafe: Best Location on South Beach!

*Hot Location! Neighbors are Burger Fi and Mansion Nightclub*

**\$229,000**

**Miami Beach, FL**

Pizza Cafe has the absolute best location on Washington Avenue on South Beach. Located on the corner that has the highest amount of Pedestrian traffic on Washington Avenue. Neighbors include Mansion Nightclub...

Refine Your Results



## Florida Restaurants For Sale

1164 Florida Restaurants For Sale Found.

Established Businesses | **Franchises** | Asset Sales | Start-Up Businesses | Real Estate | Classifieds

▼ Refine Your Search | ★ Save This Search | ✉ Get BizAlert | ▼ Sort Results

<b>Choose Location</b> Select State or Region Select US Counties City or Keyword <input type="text"/> <input checked="" type="radio"/> Any keyword <input type="radio"/> All keywords Business Types Select Categories	<b>Listings added</b> Anytime <b>Price Range</b> \$Low to \$High <b>Gross Income Range</b> \$Low to \$High <b>Cash Flow Range</b> <input type="text"/> to <input type="text"/>	<b>Broker Membership</b> No membership filter <b>Broker Certification</b> No certification filter <b>Home Based Businesses</b> Show All <input type="checkbox"/> Only w/seller financing <input type="checkbox"/> Only listings with prices <input type="checkbox"/> Show relocatable listings
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**Update Results** | Fewer search options

Refine results by:

- Location
- Category
- Keywords
- Price
- Gross Income
- Cash Flow
- Seller Financing
- Recent Listings
- & More!



**Old Florida Seafood House** **\$425,000**  
*Old Florida Seafood House*  
**Wilton Manors, FL**  
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*Italian Restaurant Parkland/North West Broward*  
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★ Save This Search

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▼ Sort Results



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Restaurant

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**\$295,000**

**Seller Financing Available**

Cash Flow: \$150,000



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Restaurant

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**\$229,000**

Click on a listing >>

# Karma Sushi & Steakbar in Mizner For Sale

Boca Raton, FL (Palm Beach County)



Asking Price:	<b>\$295,000</b>	EBITDA:	N/A	Real Estate:	N/A
Gross Income:	N/A	FF&E:	N/A	Established:	N/A
Cash Flow:	N/A	Inventory:	N/A	Employees:	N/A

- Valuation Report
- Watch
- Print
- Share

## Business Description

### Karma Sushi & Steakbar in Mizner For Sale

- Huge Price Reduction!!!
- Multi-Million Dollar Build Out!
- Located in the heart of Mizner Park surrounded by office space, apartments, retail and restaurants.
- 5,000 sq.ft. Restaurant with large, wraparound patio, with 4COP license included!!
- Phenomenal rent and unbelievable terms.
- Surrounded by Regional and National Tenants such as Lord & Taylor, iPic Theaters, Starbucks and many more!

## Attached Documents

- Karma PDF.pdf

### Contact the Seller

Your Name

Your Phone

Your Email

Please send me additional information about this business.

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

[Send Message](#)



Business Listed By:  
Prakas & Company  
Prakas and Company

[Show Phone Number](#)

[View My Listings](#)  
[Broker's Website](#)



**Using spreadsheets for expenses isn't free.**

There's a better way with Concur!

[Learn more >](#)



Contact the Seller by completing the form

# Industry Leading Franchise Directory

## Franchise Filters

Category

All Franchises

State

All States

Capital Investment

All Amounts

Go

## Top Industries

Business Services

Food and Restaurant

Health, Beauty, and Fitness

Low Cost Franchises

Home Based Businesses

## Investment Levels

Up to \$25,000

Up to \$50,000

Up to \$100,000

Up to \$250,000

Up to \$500,000

## Spotlight Franchises



Low investment  
Sky-high opportunity



## Search Franchise Opportunities

**324 Franchise Opportunities Found.**

Learn about the best franchises on BizBuySell. Listed are franchises of every type, from home based and low cost franchises to top retail and restaurant franchise brands. Request more information on any of these franchises using our Request List.



### Oggi's Sports|Brewhouse|Pizza

Oggi's is a casual-dining franchise that for the past 21 years continues to define the integration of sports, proprietary award-winning craft beers, and a delicious menu.

\$500,000 - \$1,300,000 Capital Required

Add to Request List



### U.S. Lawns

Commercial landscape management is one of the most sustainable new businesses you can start. Mother Nature is on your side. Grass and plants grow every day. Commercial property landscape...

\$50,000 - \$75,000 Capital Required

Add to Request List



### ACFN the ATM Franchise Business

If you are looking for a part time franchise that can lead to financial independence with a strong long term residual income without the complexity of employees or the demanding schedule of...

## Franchise Request List

1 Selected Franchise(s)

Oxi Fresh Carpet Clean...

Get More Info

Your information is safe. [Privacy policy.](#)



# Anytime Fitness Franchise

[Return to Search Results](#)  
[Florida Franchises For Sale](#)  
[Veteran's Franchises For Sale](#)

Added to Request List

[Return to Search Results](#)

No employees. Low investment. **Explosive industry growth.**  
 Discover the freedom of Anytime Fitness.



### Fast Facts—

- Anytime Fitness is the first and only co-ed fitness franchise in the world with more than 1,800 clubs open.
- Anytime Fitness clubs sold in 50 states and over 17 countries.
- Over 38% of Anytime Fitness franchisees own multiple clubs or franchise territories.

### Accolades

- FranchiseChatter.com (2011) ranks Anytime Fitness the #1 Best Franchise Business Model.”
- Entrepreneur magazine (2011) ranks Anytime Fitness #1 on the “Fitness Business” list, #11 on the “Franchise 500” list, and #10 on the “Top Global Franchise” list.
- CNN Money (June 2011) honored Anytime Fitness as one of “10 Great Franchise Bets”
- Forbes magazine named Anytime Fitness as one of the “Top 20 Franchises for the Buck”

### Be a part of our growth:

- More than 1,000 clubs opened over the past 4 years
- A new club opens approximately every business day. Expect to open club #2000 in 2012.
- A new member joins every 3 minutes.

### The Anytime Fitness Philosophy—Convenience and Affordability

**Anytime Fitness, the world’s first 24-hour fitness, tanning, and reciprocal membership franchise, offers the convenience and affordability people are seeking in a fitness club.** At Anytime Fitness, members can work out any time of the day or night. They use a security-access card to enter the club, even when it is not staffed. The ability to own a fitness center without staff gives you an enormous competitive



## Detailed Information

### Liquid Capital ?

\$80,000

### Net Worth ?

\$250,000

### Financing Assistance

Available

### Training and Support

Available

## Franchise Request List

1 Selected Franchise(s)

Anytime Fitness

All Fields Required

SBDC  Counselor

Counselor@sbdc

503-856-5552

Zip Code

Min. Liquid Capital: \$80,000

\$100,000

1-3 months

Florida

Sign Up for the BizBuySell Franchise Newsletter

Guidant Financial can help you use your IRA/401K for purchase (min. \$50k needed).

[Request FREE Info](#)

Your information is safe. [Privacy policy.](#)

# Premium Membership

- Free to Counselors!
  - Stop by our booth or email ask@bizbuysell.com
- Features
  - 12-part video series on how to buy a business
  - Personalized business recommendations
  - “Price Reduced” and “Hot” listing indicators
  - Listing Statistics
  - Add private notes to favorite listings
  - Premium Member designation for faster seller response
- Only \$10/mo for clients



**BizBuySell** The Internet's Largest Business for Sale Marketplace

In alliance with **WALL STREET JOURNAL**  
Small Business wsj.com

Buy a Business
Buy a Franchise
Sell a Business
Tools & Advice
Business Brokers
Sign In

## Powerful Tools for Premium Members

Unlock advanced features to help you find the perfect business

**Become a Premium Member**

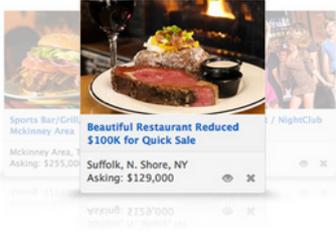
As low as  
**\$7.50/Month**



**Ed Pendarvis, Dean**  
*Business Buyers University*

**Access our 12-part educational video series for business buyers**

Ed Pendarvis, creator of the largest small-business brokerage network in the world, hosts a video education series which will guide you step-by-step through the entire process of successfully buying a business. The video series covers topics such as finding the right business, evaluating financing options, and negotiating the final price with sellers.



**Get custom business recommendations**

You are unique, and so are your business goals. Put our intelligent, automated business search agent to work to identify only the best matches from our inventory of 45,000 active for-sale listings. See your personalized recommendations now, and get new results daily!



**Reveal hidden alerts in search results & business detail pages**

Quickly identify the best deals with icons for Hot Business and Price Reductions. Also unlock a “Seller Contacted” badge that lets you easily see only the newest listings.

**Listing Statistics**

Watching this Listing: 2

Days Active on Site: 20

Appeared in Search:  AVERAGE

Listing Detail Views:  HIGH

**Get the full picture with activity stats**

Gauge the popularity of business-for-sale listings with an expanded Listing Statistics section, visible to Premium Members only. Activity tracking data is calculated real-time, and available for all 45,000 businesses in our marketplace.

# How to Buy, Value or Sell a Business

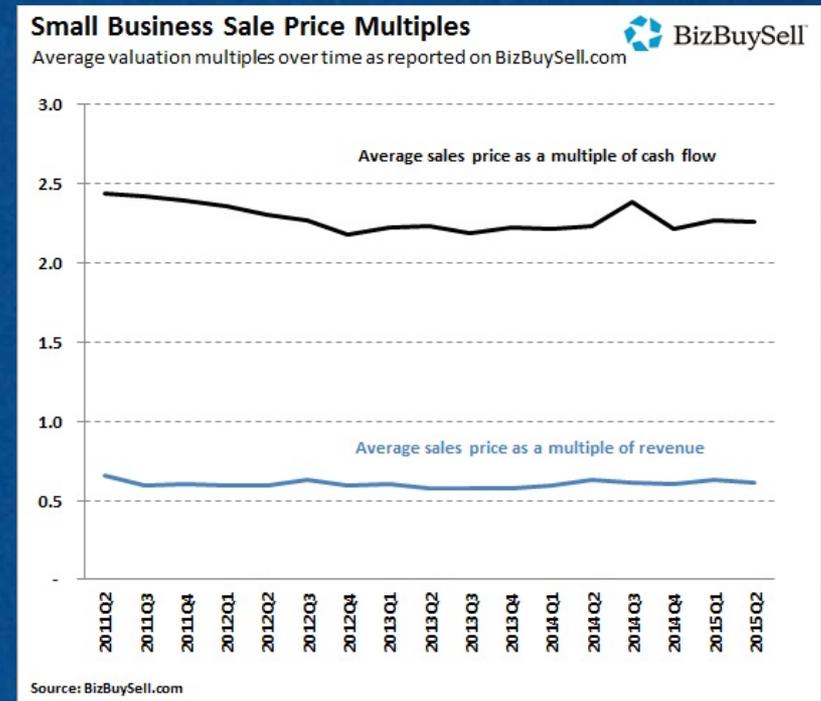
1. Buying a Business

2. Valuing a Business

3. Selling a Business

# Valuation Methods

- Comparables
  - BizBuySell (~75,000)
  - Pratt's Stats (~23,000)
  - BizComps (~11,000)
- Multiples
  - Of Revenue (Sales)
  - Of Cash Flow (EBITDA+SDE)
  - Sources: BBP Business Reference Guide (Rules of Thumb), BizBuySell Insights Reports
- Appraisals/Formal Valuations



## Closed Small Business Transaction Metrics by Sector for the Full-Year 2014

Key metrics from transactions reported on BizBuySell.com by sector during 2014

Time Period: 2014

Source: BizBuySell.com

Sector	Sub-Sector	Number of Reported Sales	Median Sales Price	Median Asking Price	Sales to Asking Price (average)	Median Revenue	Revenue Multiple (average)	Median Cash Flow	Cash Flow Multiple (average)
Retail	Apparel and Accessory Stores	86	\$160,000	\$165,000	0.92	\$400,087	0.48	\$85,000	2.32
	Automotive Dealers	34	\$750,000	\$785,000	0.93	\$1,806,651	0.38	\$247,500	2.56
	Bars/Taverns	304	\$195,000	\$210,000	0.88	\$500,000	0.46	\$86,414	2.36
	Blding Mat., Hardware, Garden	26	\$425,923	\$474,898	0.96	\$789,262	0.51	\$159,318	2.57
	Convenience Stores	350	\$175,000	\$195,000	0.90	\$595,000	0.37	\$104,172	2.10
	Florists	37	\$95,590	\$104,500	0.95	\$335,277	0.32	\$60,000	1.96
	Gasoline Service Stations	306	\$252,500	\$275,000	0.98	\$568,656	0.62	\$149,586	2.73
	General Merchandise Stores	35	\$124,500	\$125,000	0.85	\$392,500	0.52	\$90,600	2.17
	Home Furniture & Furnishings	43	\$173,000	\$200,000	0.89	\$437,991	0.47	\$94,320	2.06
	Liquor Stores	271	\$270,000	\$289,000	0.90	\$800,000	0.41	\$125,000	2.58
	Marine Dealers & Equipment	6	\$450,000	\$495,000	0.92	\$4,255,795	0.25	\$242,129	2.07
	Miscellaneous Retail	208	\$145,000	\$160,000	0.89	\$346,000	0.47	\$75,647	2.19
	Other Eating & Drinking Places	278	\$130,000	\$149,500	0.89	\$308,000	0.46	\$75,000	2.03
	Other Food Stores	89	\$136,000	\$150,000	0.90	\$350,000	0.51	\$80,000	2.01
	Pet Shops & Supplies	21	\$95,000	\$95,000	0.92	\$248,572	0.39	\$67,712	1.59
	Restaurants	1562	\$128,750	\$149,250	0.89	\$401,739	0.38	\$80,000	1.89
	Supermarkets	63	\$270,000	\$275,000	0.86	\$1,200,000	0.21	\$160,000	1.98
Vending Machines	64	\$150,000	\$165,000	0.92	\$212,000	0.79	\$72,800	2.19	
Service	Agents & Brokers	31	\$175,000	\$173,500	0.93	\$148,000	1.23	\$88,000	2.48
	Amusement & Recreation	84	\$165,000	\$189,000	0.87	\$275,000	0.73	\$84,416	2.26
	Auto Repair, Parts & Services	251	\$240,000	\$260,000	0.91	\$572,000	0.62	\$120,840	2.52
	Beauty Salons, Barber Shops	217	\$80,000	\$89,000	0.89	\$208,520	0.50	\$52,000	1.85
	Computer & Software Services	43	\$230,000	\$250,000	0.90	\$469,564	0.62	\$113,059	2.04
	Drycleaning/Laundry Services	325	\$199,000	\$224,900	0.90	\$201,922	0.96	\$79,776	2.69
	Educational Services	94	\$275,000	\$325,000	0.88	\$437,443	0.87	\$112,410	3.17
	Engineering & Accounting Svcs	36	\$189,900	\$225,000	0.93	\$180,000	0.95	\$87,329	2.11
	Finance, Banking, Loans, etc.	27	\$352,366	\$425,000	0.92	\$300,000	1.13	\$165,000	2.35
	Freight, Moving/Delivery	64	\$262,500	\$277,500	0.89	\$482,798	0.65	\$126,553	2.24
	Health, Medical & Dental	259	\$325,000	\$350,000	0.94	\$544,000	0.70	\$151,000	2.39
	Hotels & Other Lodging Places	56	\$542,750	\$577,500	0.90	\$384,208	1.54	\$144,075	3.44
	Landscaping & Yard Services	163	\$128,500	\$139,500	0.93	\$216,000	0.66	\$82,541	1.83
	Legal Services	10	\$149,500	\$192,000	0.82	\$294,032	0.71	\$112,281	1.59
	Marine Repair, Parts & Services	6	\$182,500	\$205,000	0.89	\$496,415	0.41	\$100,875	1.90
	Membership Organizations	7	\$800,000	\$950,000	0.92	\$526,000	1.42	\$180,000	3.19
	Miscellaneous Repair Services	52	\$300,000	\$399,000	0.89	\$700,000	0.68	\$149,586	2.09
	Miscellaneous Services	279	\$142,990	\$156,500	0.93	\$242,218	0.71	\$90,000	1.95
	Motion Pictures	1	\$1,100,000	\$1,100,000	1.00	\$2,703,647	0.41	\$956,155	1.15
	Museums, Art Galleries, Zoos	2	\$222,500	\$222,500	1.00	\$822,999	0.49	\$99,483	2.24
	Other Business Services	248	\$222,000	\$250,000	0.91	\$466,000	0.64	\$116,900	2.27
	Other Personal Services	176	\$87,000	\$96,000	0.94	\$139,600	0.66	\$75,000	1.34

BizBuySell Insights Reports

Broker reported transactions by category, metro-area

[http://www.bizbuysell.com/news/media\\_insight.html](http://www.bizbuysell.com/news/media_insight.html)

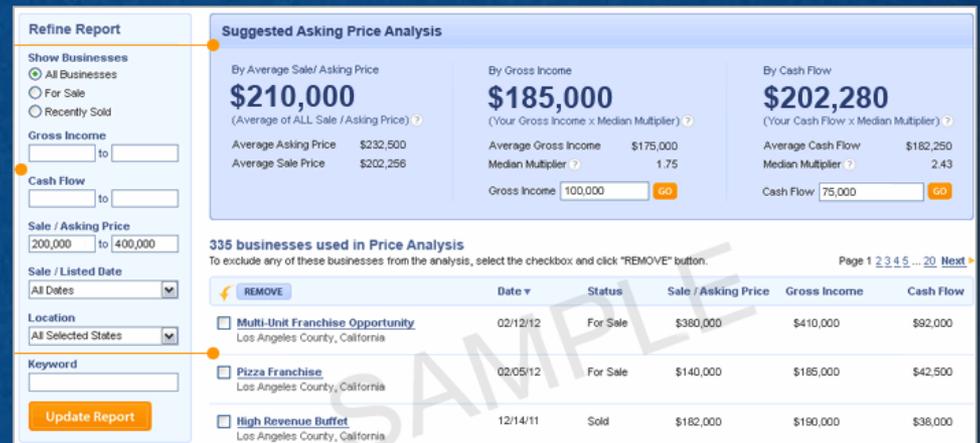
# How to Value a Business Using a Valuation Report

Value any business, anywhere, in minutes

**Gain powerful insight** into your chosen business category by analyzing sold businesses similar to the one you're interested in valuing.

**Learn what a fair "Asking Price" should be** for the business you're interested in buying or selling based on recently sold businesses.

**Assess the value of any business** with our inventory of 75,000 sold businesses and 47,000 businesses for sale.



FREE Valuation Reports for SBDC Counselors!

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Tools & Advice

Business Brokers

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# Value Any Business, Anywhere

Running a Valuation Report will allow you to:

## ✓ Gain Insight

Gain powerful insight into your chosen business category by analyzing sold businesses similar to the one you're interested in valuing.

## ✓ Determine an Asking Price

Learn what a fair "Asking Price" should be for the business you're interested in buying or selling based on recently sold businesses.

## ✓ Value a Business

Use our inventory of 68,000 sold businesses and 45,000 businesses for sale to assess the value of any business, anywhere.

[Get Started Now](#) ▶

Pricing from \$19.95 – \$59.95\*

\*Pricing depends on total number of available For Sale and Sold Businesses that will be analyzed in your report



[Click here to view a sample!](#)

# Value Any Business, Anywhere

Running a Valuation Report will allow you to:

- ✓ **Gain Insight**  
Gain powerful insight into your chosen business category by analyzing sold businesses similar to the one you're interested in valuing.
- ✓ **Determine an Asking Price**  
Learn what a fair "Asking Price" should be for the business you're interested in buying or selling based on recently sold businesses.
- ✓ **Value a Business**  
Use our inventory of 68,000 sold businesses and 45,000 businesses for sale to assess the value of any business, anywhere.



view a sample report

[Click here to view a sample!](#)

## Customize your Valuation Report below:

Business Category:

Location:

Based on your Selections, your Report will analyze:

1,000+ Sold Businesses | 1,000+ For Sale Businesses

[Continue to Checkout](#)

Your Total Price: \$59.95

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### Complete Your Valuation Report Checkout

All of your data is encrypted for safe and secure transmissions to our servers.



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Bold fields marked with \* are required.

#### Billing Information

##### Credit Card Information

\* Select Credit Card Type 
 VISA  MasterCard  American Express  Discover

\* Name On The Card

\* Credit Card Number

\* Expiration Date  /

\* Country

\* Region

\* Zip Code

\* City

\* Address Line 1

Address Line 2 (optional)

Promo Code (optional)



Is my information safe? Absolutely. We work very hard to earn and keep your trust. BizBuySell will never send you spam or sell your personal information. It's all in our [Privacy Policy](#).

#### Purchase Summary

Product Description	Price
Valuation Report for Restaurants in Florida - includes 30 day access to details of Active & Sold Businesses	\$59.95
Promo Code Discount	(\$59.95)
<b>Total</b>	<b>\$0.00</b>



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## Thank you for your purchase!

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### Transaction Information

Thank you for purchasing a Valuation Report for Restaurants in Florida. [View your Valuation Report.](#)

This page serves as your receipt. Please print a copy for your records.

<b>Date</b>	09/04/2014
<b>Name</b>	Bob House
<b>Email Address</b>	bhouse@bizbuysell.com
<b>Total</b>	\$0.00
<b>Promo Code</b>	SBDCVAK

### Purchase Summary

#### Product Description

	Price
Valuation Report for Restaurants in Florida - includes 30 day access to details of Active & Sold Businesses	\$59.95

Promo Code Discount (\$59.95)

Total \$0.00

[View Valuation Report](#)

## Valuation Report for Restaurants in Florida

Get a more accurate suggested asking price for a business you're interested in valuing. Use the filters to narrow down the businesses analyzed in your report. The more you interact with your report, the more precise asking price we can calculate. Get started now!

 [Print Report](#)

### Refine Report

#### Show Businesses

- All Businesses  
 For Sale  
 Recently Sold

#### Gross Income

to

#### Cash Flow

to

#### Sale / Asking Price

to

#### Sale / Listed Date

All Dates ▼

#### Location

All Selected Regions  
Florida

Hold CTRL key to multi-select

#### Keyword

[Update Report](#)

[Start Over](#)

### Suggested Asking Price Analysis

#### By Average Sale and Asking Price

**\$292,346**

(Average of ALL Sale and Asking Price) ?

Average Asking Price \$311,760

Average Sale Price \$272,932

#### By Gross Income

Get a more accurate analysis!  
Enter the Gross Income of the  
business you'd like to value.

Gross Income  [GO](#) ?

#### By Cash Flow

Get a more accurate analysis!  
Enter the Cash Flow of the  
business you'd like to value.

Cash Flow  [GO](#) ?

### 2937 businesses used in Price Analysis

To exclude any of these businesses from the analysis, select the checkbox and click "REMOVE" button.

Page 1 [2](#) [3](#) [4](#) [5](#) of 118 Pages [Next](#) ▶

<a href="#">REMOVE</a>	Date ▼	Status ▲	Sale / Asking Price ▲	Gross Income ▲	Cash Flow ▲
<input type="checkbox"/> <a href="#">Continental Dining in Boca - \$ 1 Mil gro...</a> Boca Raton, FL	09/03/14	Sold	\$155,000	\$1,000,000	\$140,000
<input type="checkbox"/> <a href="#">Food Truck for Sale in South Florida is ...</a> Boca Raton, FL	09/03/14	Sold	\$80,000	\$0	\$0
<input type="checkbox"/> <a href="#">Pizza &amp; Italian Restaurant &amp; Bar...</a> Orlando, FL	09/02/14	Sold	\$170,000	\$245,046	\$42,885
<input type="checkbox"/> <a href="#">Deli Cafe for sale in Orlando area</a> Orlando area, FL	09/02/14	Sold	\$90,000	\$139,364	\$60,218
<input type="checkbox"/> <a href="#">Planet Smoothie Cafe</a> Orlando, FL	08/31/14	Sold	\$175,000	\$309,646	\$70,484
<input type="checkbox"/> <a href="#">Restaurant Cafe for sale in Orlando area</a> Orlando, FL	08/29/14	Sold	\$70,000	\$276,956	\$73,654
<input type="checkbox"/> <a href="#">Restaurant Cafe for sale in Florida</a> Altamonte/ Longwood, FL	08/29/14	Sold	\$70,000	\$237,682	\$77,328
<input type="checkbox"/> <a href="#">Pizzeria and Italian Restaurant</a> Oakland Park, FL	08/29/14	Sold	\$35,000	\$330,000	\$0
<input type="checkbox"/> <a href="#">Exclusive Italian Restaurant</a> Sarasota, FL	08/28/14	Sold	\$400,000	\$1,380,543	\$219,056
<input type="checkbox"/> <a href="#">Absentee run Restaurant in South Tampa</a> FL	08/28/14	Sold	\$125,000	\$0	\$0
<input type="checkbox"/> <a href="#">Authentic NY Style Pizza Shop and Italia...</a> Not disclosed, FL	08/28/14	Sold	\$115,000	\$518,775	\$137,764
<input type="checkbox"/> <a href="#">Latin Restaurant</a> Miami, FL	08/26/14	Sold	\$95,000	\$700,000	\$116,240

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## Exclusive Italian Restaurant Sarasota, Florida

### TRANSACTION DETAILS

Sale Date	Sale Price	Asking Price	Gross Income	Cash Flow
08/28/2014	\$400,000	\$450,000	\$1,380,543	\$219,056

### ORIGINAL LISTING BELOW

## Restaurants | Other Eating & Drinking Places

Asking Price <a href="#">?</a>	\$450,000	Inventory <a href="#">?</a>	\$1000 **
Gross Income <a href="#">?</a>	\$1,380,543	Real Estate <a href="#">?</a>	
Cash Flow <a href="#">?</a>	\$219,056	Year Established	2012
FF&E <a href="#">?</a>	\$80000	Employees	FT6/2PT/1Mgr

\* included in the asking price

\*\* not included in the asking price

# How to Buy, Value or Sell a Business

1. Buying a Business

2. Valuing a Business

3. Selling a Business

# What About Clients Looking to Sell?

We have something for them too...



# Find a Broker

- Connect clients with specialized brokers
- Find local professionals in your area



**BizBuySell** The Internet's Largest Business for Sale Marketplace

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## Florida Business Brokers

Showing 1 - 50 of 622 Brokers Found

Refine Results Florida All Counties City (optional) Q

**Dock Reed, CM&AA** Premium

**The Reed Group, Inc. - Point Clear, AL**  
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Thank you for visiting. We represent Business Owners in Alabama, Florida, Georgia, Louisiana and Mississippi in execution of their exit strategy. Our track record over the past 20 years successfully advising over 120 business owners in these...




**Sandy Cosenza** Premium

**Florida Business Group, Inc. - Clearwater, FL**  
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**Sara Burden** Premium IBBA CBI

**Walden Businesses Inc. - Atlanta, GA**  
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Walden is an Atlanta based firm with offices in Atlanta, Costa Rica, Jacksonville and Raleigh specializing in closely held manufacturing, distribution and select service-related businesses. The principals of Walden Businesses have backgrounds in...




**Bill Gibson** Premium

**Gibson and Associates, Inc. - Pensacola, FL**  
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Gibson and Associates, Inc. is a business brokerage firm that specializes in mergers or acquisitions of small to medium size businesses with sales from \$100,000 to \$50 million. Our professional services include: business valuations, discreet...




### Search for Business Brokers

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- [Calhoun](#)
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**Sara Burden**

Premium

678-277-9951

*Atlanta M&A firm specializing in S.E. businesses priced \$100k to \$20m*

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**Certifications**

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 Name 

 Email 

 Phone 

 I am... 

 Message to Broker 

Send Message

**Company Information**

[www.waldenbus.com](http://www.waldenbus.com)

Walden is an Atlanta based firm with offices in Atlanta, Costa Rica, Jacksonville and Raleigh specializing in closely held manufacturing, distribution and select service-related businesses. The principals of Walden Businesses have backgrounds in management, finance, real estate and have all previously owned their own companies. Using these skills, along with years of industry experience, the principals have created a powerful tool for the business owner looking to hire the right intermediary. We believe our experience, ethics and professionalism make the difference! Whether you are positioned to acquire or divest, your choice of Walden Businesses to assist you in the transaction will be a wise one.

**Services Offered:** Walden Businesses also provides confidential valuations, consulting, buyer representation, and real estate sales, with specialization in mergers and acquisitions of closely held companies.

**Areas Served:** Fulton County, Georgia. Cobb County, Georgia. Duval County, Florida. Gwinnett County, Georgia. Wake County, North Carolina.

**Company:** Walden Businesses assists corporations and individuals in the sales, acquisitions and mergers of light manufacturing, distribution, and service companies with valuations up to \$100 million. Based in the Southeast, our approach is one of flexibility, offering a full array of advisory services to a local, national and international marketplace. Our clients range from small businesses and serial entrepreneurs to major corporations and private equity firms.

# List a Business for Sale

The Internet's Largest Business for Sale Marketplace

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## The best place to sell a business

**Over 100,000**  
Successful business sales

**12.3 million**  
Monthly Page Views

**1.4 million**  
Monthly buyer visits

**150+ partners**  
Display our listings online

**Sell Your Business Now** ▶

Plans start at \$49.95/month.

Here's what you get!

Need help? Call us at (888) 777-9892 or see our FAQ.

**Build your ad on the #1 directory of businesses for sale**

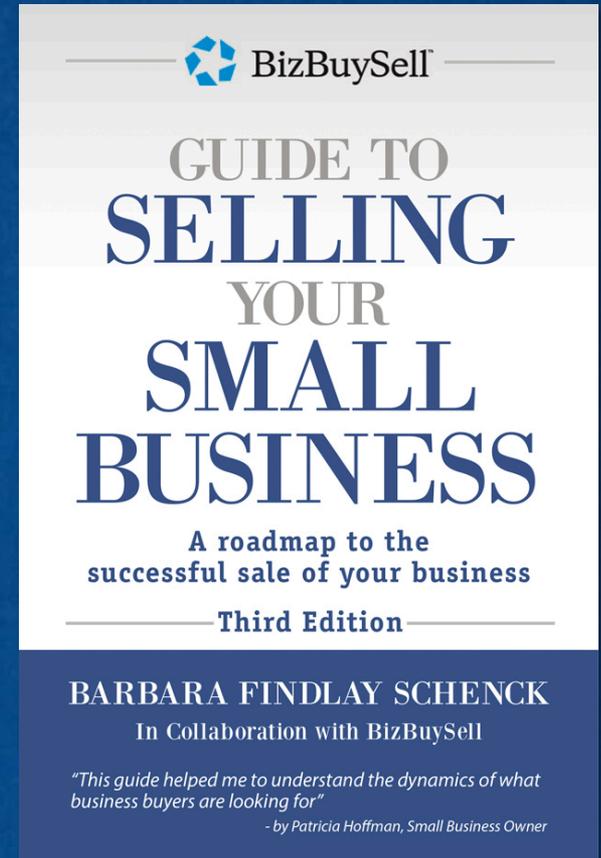
We've made it easy to show your business at its best. Ads can include multiple photos, a video, attachments, and a map. [See sample listings](#)

**5 minutes** is all it takes to create your business-for-sale ad. Get it live fast, and update it any time.

- ▶ **Eye-catching Photos (optional)**
- ▶ **Instant Contact Form**
- ▶ **Financial Information**
- ▶ **Map of Business (optional)**
- ▶ **Business Description**
- ▶ **Embedded Video (optional)**
- ▶ **Attached Documents (optional)**
- ▶ **Business Details**

# Sell Your Small Business Guide Book

- Understand the seller's Perspective with our FREE Guide!
- Help buyers prepare for their next great opportunity by better understanding the seller's point of view
- Get maximum value when you do find the right business



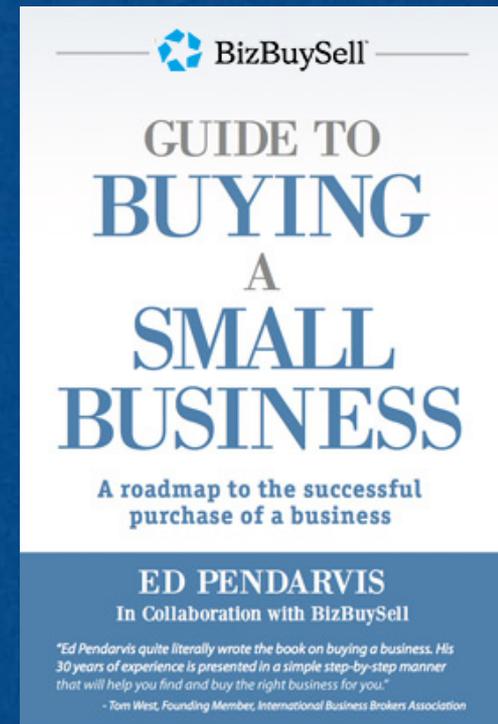
## Ed Pendarvis, CBI

- **Founder and Chairman Emeritus of Sunbelt Business Brokers Network, the largest Small Business Brokerage Franchise in the world**
- **Over 30 years of experience in educating Buyers, Sellers, Brokers, and Franchisees**
- **Author of 2 Books; *"Buying a Business to Secure Your Financial Freedom"* and *"The Secrets of Buying The Right Business (for you) Right"***
- **Founder of Business Buyers University**
- **Serves on the Board of Directors of the International Business Brokers Association (IBBA) and is a licensed instructor**



# Secrets of Buying, Valuing, and Selling a Business

Ed Pendarvis, CBI,  
Founder of Sunbelt and BBU



# Forced Entrepreneurs

- Job security has lessened
- Options:
  - Get another job
  - Start up a business
  - Buy an existing business or franchise



# Buyer May Accomplish 3 Very Important Things

1. Job for Life
2. Opportunity to Make More
  - how much can a buyer expect?
3. Build Value in Something to Sell
  - *you can't sell a job*



# Defining Business Size

## Big Business

*(football rules)*

- Financials
  - Often have publicly traded stock
  - Audited statements
  - 2 sets of books
- Management

## Small Business

- \$30 million/100 employees
- SBA (“medium-sized business”)

## Very Small Business

*(baseball rules)*

- \$1 million/20 employees
- Confidentiality
- Financing
  - (on house- yes; on business -no)
  - 1) security; 2) debt payment
- Relationships
- Negotiating
- Valuation
- L.L.L.



# Tips

- Focus on the business, *not the financials*
- Focus on the top line, *not the bottom line*  
(earning should be 10-20% on sales)
- Focus on 70% after the sale, *not 30% before the sale*  
(business plan for growth)

# Buying a Small Business

- Confidentiality
- Location
- Track Record/Product or Service/Longevity/Reputation
- Management
- Why selling?
- What about these numbers?
- Tax Considerations
  - (minimize taxes/maximize owner's lifestyle)
- Security for Seller
  - (business assets, personal guarantee - not your house)
- Security for Buyer (Right of Offset)
  - Continuing a successful business
- How to Value a Business
  - (Rules of Thumb - multiple of real earnings)



# 90% Rule: Facts About Buyers

## 90% of all buyers

- are first time buyers, never been in business before
- will finance the purchase of their business
- don't know what business they want or best serves their needs
- are terrified and/or uneducated in the business buying process
- (or more) will not buy the business that was advertised or the one that they call in on
- have from \$50,000 to \$150,000 in "Hip National Bank"
- are very comfortable putting 10% down on everything

90% of all sales will be financed by the seller

# Buying a Small Business or Franchise

1. Buy a business you like
2. Be flexible
3. Don't expect "traditional" financial information from the owner of a privately owned business
4. Consider chemistry
5. Owner financing is often the best way to go
6. Don't pay all cash - you will need your reserves
7. Make an offer sooner rather than later
8. Don't let emotions drag you down
9. Investigate the business
10. Make a quick close



# Business Buyers University

A complete, comprehensive and valuable practical, educational resource to assist buyers, sellers and business brokers in reaching their goal line. BBU provides a “step-by-step” process to locate, value, negotiate, finance, complete due diligence on, and buy a business based on the overall value to the buyer and seller; both now and in the future; explains the distinctions between “main street” and “Wall Street” businesses; **helps you get the deal done!**

## 3 Options:

- **Course 101:** Use books and video as your guide maps
- **Course 301:** Advanced information that takes you "step-by-step" through the complete buying process
- **Call to hire Ed** as your personal business buyers coach

*Cell (843) 819-7842 or Office (843) 789-4112*

# "STREET SMARTS" approach to business value

- Tips on how to value a business as a buyer
  - Livable income for the buyer,
  - Debt Service of the purchase of the business,
  - Perceived Value of the Future Earnings.
- Tips for setting an "Asking Price" as the seller
  - "As Much as I Can Get!!!", says seller
  - BizBuySell Comps; BBP's "Business Reference Guide", "Rules of Thumb"
  - Price, Terms and Conditions
- Negotiated Value = Market Value (2.3 times Owners Benefit)

# "STREET SMARTS" approach to selling a business

- Selecting a team of professionals (SBDC, Brokers, Attorneys, Accountants, etc)
- Increasing business value long before the sale (Financials, "Paint the Front Door")
- Overview of the "Confidential" business sales process ("Courtship & Marriage")
- Marketing your business; a "Step-by-Step" process to find the right (Qualified?) buyer
- Negotiations, Purchase & Sales Agreement, Due Diligence
- Financing (Bank, SBA, 3rd Party, Seller, Combination) and Tax Implications
- CLOSING the DEAL should produce a WIN-WIN-WIN-WIN!!!
- ASBDC + IBBA Business Brokers = "THE AMERICAN DREAM" of owning your own business
- Everybody WINS..., I like that!!!

Questions?

Email us at  
[ask@BizBuySell.com](mailto:ask@BizBuySell.com)

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