

## ***NAABB Business Brokerage Opportunity***

***OVER 100 BROKERAGES SOLD SINCE 2011***



# **NAABB CERTIFIED BROKER TERRITORY**

**Scott Radin, President & CEO**

**Kathy Schmeltzer, Vice President & COO**

**Anna Radin, IT & CFO**

**Kelly McGee, Digital Marketing Director**

**Sarah Odien, Social Media Director**

## **Executive Summary**

The North American Alliance of Business Brokers (NAABB) offers a protected turnkey business brokerage territory for sale that provides advanced training, support and leads development. NAABB provides industry certification (NAABB Certified Broker) as well as exclusive licensing to Envoyz, the industry's first and only app and social media platform connecting business sellers with business buyers. All NAABB Certified Brokers have a social media, digital media and sales manager built into their territory. NAABB will guarantee a new NAABB Certified Broker a minimum cash flow of \$200,000 his or her first year by following simple process and goals.

## **Industry**

A business broker is hired by a business owner to sell his or her business in a confidential manner to qualified business buyers. The confidential process is the #1 reason business owners need a business broker because a public sale would destroy the business.

- Employees would look for another job
- Customers would look for alternatives
- Competition would use it as a competitive advantage

These are just a few of many reasons a confidential sale is necessary. In addition, this is not a real estate career because business brokers sell the assets and goodwill not the property. Business brokers are much more involved with their clients than real estate professionals are with their clients, so a business broker's commission is generally 10x that of a real estate broker / agent. The average NAABB commission is \$52,000 on the sale of quality businesses.

## **Future of the North American Alliance of Business Brokers**

The North American Alliance of Business Brokers has been and will continue to be the business brokering industry's pioneer by leading the way into the future. In the summer of 2018 we will be launching the industry's first and only app / social media platform in Envoyz and in the fall of 2018 we will be introducing the industry's first service flipping distressed businesses.

NAABB is currently working on achieving our goal of 100% USA coverage but that is just the beginning. The Canadian market is beginning to take shape and the initial planning is in place to expand into the U.K., Australia / New Zealand and South Africa. NAABB will truly become a global enterprise without ever losing sight of the strong NAABB Brokers that made it happen.

## **Mission Statement**

The business brokering industry in general has a negative reputation that is deserved because of the unethical criminals that get into it trying to make a quick buck. NAABB recognizes this negative stigma and has a clear set mission to clean up the industry one territory at a time.

## **NAABB Mantra**

We do not list businesses rather we represent them!

## NAABB Background

The North American Alliance of Business Brokers

- Founder / Owner / President: Scott Radin
- Formed in 2001 as Sole Proprietorship under A.S. Radin & Associates (Erie County NY)
- Rebranded in 2011 as North American Alliance of Business Brokers
- North American Alliance of Business Brokers LLC filed 2018
- Envoyz copyright and trademark pending 2018

Legal or civil complaints / actions

- No judiciary action has ever been granted in any court of law
  - No complaints have ever been filed in any State Attorney General's Office
  - No complaints have ever been filed with the FTC or FCC
- A+ Rating as an accredited member of the Better Business Bureau as A.S. Radin & Associates.

### **Full disclosure of extortion attempt on Scott Radin many years ago.**

NAABB Founder / President Scott Radin was the victim of an online extortion attempt in 2009-2011 that can still be found online on known collusion site [ripoffreport.com](http://ripoffreport.com). This extortion attempt by one individual using many pseudonyms was the result of the attacker's inability to collect money from a former business broker associate of Scott Radin. The attack can still be found online because close to 1,000 people a week search Scott Radin and his businesses feeding right into Google's algorithms of unique searches and visitors. Scott now counsels similar victims at [www.udog.net](http://www.udog.net).

## NAABB Principal Directors

Scott Radin — Founder / President / CEO

Kathy Schmeltzer — Vice President / COO

Anna Radin — IT / CFO

Sarah Odien — Social Media Director

Kelly McGee — Digital Marketing Director

## **Legal Structure**

The North American Alliance of Business Brokers is an LLC formed in 2018 to include Kathy Schmeltzer and was previously owned and operated by A.S. Radin & Associates since 2001.

## **Market Research**

### **Industry**

There is no other business brokerage career opportunity that comes remotely close to the ongoing services that NAABB offers. A new NAABB Certified Broker can easily exceed \$300,000 per year by meeting simple goals and following our processes. And there is unlimited potential to increase yearly income from there. Business sellers pay a premium to be represented by a highly trained NAABB professional who will sell the business seller's business in a confidential manner to qualified business buyers.

### **Competition**

There is no close competition to a NAABB Certified Broker. The main stream business broker operates like a real estate clearinghouse taking as many businesses as they can with hope a few of them will sell. A NAABB Certified Broker is selective with whom they represent and only represent businesses they feel strongly that they can sell. The NAABB way also creates a huge referral pipeline of business owners not happy with the competition's business model.

### **Regulations**

Proper real estate licensing is required in CA / FL / MN / ON / WI even though real estate is not part of the sale. All other states and provinces do not have specific licensing regulations.

Contrary to reports on the Internet by franchises, networks and organizations that there are many states requiring a real estate license, these reports assume real estate is made part of the sale. NAABB Certified Brokers do not sell real estate in any way, shape or form including transfers of a lease.

# Production Line

## Training

The brokerage territory for sale includes comprehensive three-day training with the corporate partners Scott Radin and Kathy Schmeltzer. The training is 1-on-1 and held in a hotel suite in your territory near you. The training is interactive and includes a complete video library to fall back on after training.

### **BUSINESS SELLERS (days 1-2)**

- Envoyz Introduction
- Overview
- Definitions
- Understanding Sellers
- Seller Marketing
- Seller Interview
- Business Valuation
- Listing Agreement
- Seller Process
- Buyer questions for seller
- Seller Objections

### **BUSINESS BUYERS (day 3)**

- Business Buyer Marketing
- Understanding Buyers
- Buyer Interview
- Buyer Process
- Buyer Objections

## Support

The brokerage territory for sale includes comprehensive support systems. The support systems are provided by NAABB corporate, NAABB Admirals and NAABB peer groups formed during the NAABB yearly conference.

- NAABB Certified Broker designation

- Access to full training visuals used in training (in video format)
- Live support by NAABB
- Dedicated private support site
- Mobile compatible and optimized stand-alone web site
- Ability to attend any future training session
- Annual conference (2019 in Tampa FL -2018 was held in March in New Orleans)
- Access to new products and services
- Complete library of templates & contracts with updates
- Reference for your brokerage if requested by a seller
- A support team Interim all business components
- Business Process Reengineering Analysis
- Office Management Analysis

## **Business Seller Leads Development**

The brokerage territory for sale includes six months of business seller leads on demand. NAABB does not cold call or canvass for many reasons including that it can be counterproductive and break confidentiality right there and then. We have unique and proprietary marketing systems to generate 12-15 business seller leads per week. These marketing campaigns are run on demand with 7-10 days advanced notice. The territory purchase process includes unlimited campaigns for the first six months. Additional campaigns can be purchased after six months however, NAABB has a bonus system based on success that may forever fund future marketing campaigns.

We can target these campaigns by area and industry focusing on quality businesses that sell. There are multiple processes that we can use that are considered proprietary to NAABB. All you need to know is that the leads are constant and contact the NAABB Certified Broker directly to set up a meeting.

### **Indirect marketing that will fill your pipeline...**

- Envoyz app / social media platform
- Referrals from clients / attorneys / accountants / realtors
- Multiple optimized web sites
- 100 nationally optimized industry web sites
- Video library in NAABB's YouTube Channel and YouTube TV
- Podcast library of recorded and live podcasts
- Digital / press release distribution
- Becoming local media's source

This is all handled by NAABB's Social Media and Digital Media departments.

## **Business Buyer Leads Development**

The brokerage territory for sale includes buyer leads development for the life of your contract with us. We post and maintain your business for sale listings in hundreds of places where buyers will go to find a business for sale and it's all covered by NAABB. We know how to target business buyers. There are multiple processes that we can use that are considered proprietary to NAABB. All you need to know is that the leads are constant and contact the NAABB Certified Broker directly to learn more about the business (s) for sale of interest.

### **Indirect marketing that will fill your buyer pipeline...**

- Envoyz app / social media platform
- Referrals from clients / attorneys / accountants / realtors
- Multiple optimized web sites
- 100 nationally optimized industry web sites
- Video library in NAABB's YouTube Channel and YouTube TV
- Podcast library of recorded and live podcasts
- Digital / press release distribution
- Becoming local media's source

## **Income Projections**

These income projections are for your first 12 months and can be increased 20% - 30% each year thereafter with unlimited potential. Future projections after first year might require agents or associate brokers be hired and NAABB has a program for that.

- Gross Sales: \$364,000
- Average Commission per sale: \$52,000
- Gross Sales: \$364,000
- NAABB Royalties: \$54,600
- Cash Flow: \$309,400

## Pricing Structure (USD)

The territory purchase price is a one-time expense without additional fees except for the royalties. And it includes our one-of-a-kind money back guarantee.

### The purchase price includes...

- Three-day training in your home area with Scott Radin & Kathy Schmeltzer
- Training suite or conference room for training
- Six months unlimited business seller leads
- Web site development (two web sites)
- Social media platform design
- Digital media platform development
- App platform (Envoyz)
- Intellectual property rights
- Video design and development
- YouTube Channel platform
- YouTube TV inclusion
- Press releases announcing your arrival
- Ongoing online training
- Exclusivity rights (by area codes)
- Yearly conference (2019 in Tampa FL)
- Money back guarantees

### A. Total: \$25,000 USD (Hawaii or Alaska add \$2,000 for travel)

- Payment plans available (we can try to cater it to your needs)
- 100% unsecured financing source available
- 100% tax deductible at years end
- See money back guarantees below (subject to terms and conditions)

**Service Guarantee** – NAABB will refund your fee immediately if we fail to provide all of the services outlined here and shown on the territory agreement.

**Resale Guarantee** – NAABB will buy back the territory at any time within the first three months if it is not working for you. This reduces the risk and your buy-back.

**Income Guarantee** – NAABB will guarantee that you make \$200,000 your first year or we will make up the gap with you on your one-year anniversary with us. Yes we will pay you the difference if you failed to reach \$200,000 gross commissions.



## Royalties: 15% of gross commissions collected

- Covers ongoing buyer marketing & leads development
- Covers all support systems
- Covers ongoing social media / digital media development

### REFERENCES OF NAABB BUSINESS BROKER OWNERS YOU CAN CONTACT

**NAABB Disclaimer:** These brokers were not trained in 2018 and, as such, did not receive the advanced program of 2018. Representations of these brokers is based solely on the quality of training and support and not their own individual broker's systems.

Please do not ask personal questions like “how much do you make” etc as you would not walk up to someone on the street and ask that. We are not a franchise and cannot require certain quotas and some brokers choose to be selective at their own risk.

**You will be getting our most advanced program!**

Al Misale - [al@misaleinc.com](mailto:al@misaleinc.com) - FL / IL

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Joel Royer - [joel@hawkeyebusinessalliance.com](mailto:joel@hawkeyebusinessalliance.com) - IA

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Kathy Schmeltzer - [kathy@envoybusinessalliance.com](mailto:kathy@envoybusinessalliance.com) - NM (NAABB Vice President)

## The Next Steps

[www.businessbrokersforsale.com/ownership](http://www.businessbrokersforsale.com/ownership).