

## CONFIDENTIALITY



*Keeping the sale of your business confidential* can be critical to the selling process for a variety of reasons. Your customers, employees, creditors

and competitors may all view the

sale of your business differently. Many qualified buyer prospects will not be interested in a business opportunity that has not been handled in a confidential manner.

*That's why FBD always keeps the sale* of your business strictly confidential. We know how to attract buyers with blind ads. Then we screen and pre-qualify them before they learn the specifics of your business. Prospective buyers must demonstrate that they are sincere, interested and motivated before they can be registered with FBD.

**1-888-U.S. Locate**

**888-875-6228**

**[www.franchisebuyerdirect.com](http://www.franchisebuyerdirect.com)**

**FRANCHISE  
Buyer  
DIRECT**

262 Highway 36

West Keansburg, NJ

07734

**FRANCHISE  
Buyer  
DIRECT**

**The Experts in  
Helping You Sell Your  
Franchise Business**

For a Low

**4%!**



**[www.franchisebuyerdirect.com](http://www.franchisebuyerdirect.com)**

# A NEW ALTERNATIVE TO HELP YOU SELL YOUR FRANCHISE BUSINESS



*As a franchise owner*, you have put a great deal of time and effort into building your business, establishing local contacts and vendors, training employees and tirelessly serving your customers. When it comes time to sell your franchise business, you want to find the right buyer and maximize your return.

You probably know how hard it is to sell your business on your own. So where do you turn? Franchise companies are in the business of selling new franchises, and usually offer little assistance to franchisees wishing to sell. Business brokers can help, but they'll take a hefty 10-15% of your sale price. And if your business is worth less than \$1 million, they probably won't be interested.



## READY TO MAKE THE MOVE?

### **It's easy to get started.**

If you're ready to make the move to sell your franchise business, or if you are interested in franchise acquisition, contact us today via email, or call toll free

**888-US-LOCATE**

(888-875-6228), or visit

**[www.franchisebuyerdirect.com](http://www.franchisebuyerdirect.com)**  
& let Franchise Buyer Direct locate a buyer for your franchise business!

## *You Reap the Rewards with our Low 4% Commission*

*You deserve another option!* That's where Franchise Buyer Direct comes in. Franchise Buyer Direct is the only company that provides nationwide support for franchise resales. Not only do we specialize in franchises, franchises are the only businesses we help sell. And we charge a modest 4% for our expertise and service. That means you'll save thousands of dollars and reap the rewards of your years of hard work!

## *Franchise Financing Pros*

*Because we have been helping people* to finance franchise purchases for many years, we are the perfect resource to help you finance your purchase. Our expertise in helping pre-qualify buyers and finding attractive financing for their purchase are key components in making the Franchise Buyer Direct concept work so well. If you are selling your business, you'll realize the benefit of our expertise in pre-screening business financials to help you determine the right asking price, along with pre-qualifying potential buyers for financing. Either way, our knowledge of financing will make your transaction much simpler.

Our Funding Service offers a high success rate for securing financing along with the ability to maximize loan potential. We work with a large pool of very aggressive lenders and are well-versed in preparing loan packages to meet with swift approvals.

# FRANCHISE Buyer DIRECT

For a Low

# 4%



	TRADITIONAL BUSINESS BROKER		FRANCHISE BUYER DIRECT	
	Advantage		Advantage	
<b>Listing Agreement</b>		Long Term Contract	✓	Short Term Agreement
<b>Franchise Industry Experience</b>		Not franchise specialist or their main focus	✓	Our only business & specialty, extensive experience
<b>Business Financing</b>		Not their specialty, outsourced	✓	Experts, our specialty, stays in house
<b>Privacy</b>		Always maintained		Always maintained
<b>Review Business Financials</b>		Specialist		Specialist, pre-screen both buyer/listing business for sale
<b>Commission &amp; Service Fees</b>		10-15% of purchase price	✓	4% (big savings) \$150 processing fee
<b>Advertising &amp; Promotion</b>		Usually newspaper, internet, database of buyer	✓	Internet, advertising on top business franchise websites and emailing off our national database. Our Silver level advertising fee is \$750/\$500 Bronze. No additional finder's fee.
<b>Prequalify Prospects</b>		Specialist	✓	Specialists & in-house credit reports, personal financial statements reviewed, etc.

## FREQUENTLY ASKED QUESTIONS



### How will you find a buyer for my franchise business?

There are many resources we draw on to find you a qualified buyer. We will advertise your business on the top internet sites that have a proven track record of success. Through our web site, [www.FranchiseBuyerDirect.com](http://www.FranchiseBuyerDirect.com), we maintain an ongoing data base of pre-qualified, interested buyers who will have the first opportunity to consider your business. In addition, our sister company, Diamond Financial Services, regularly brings us qualified buyers with pre-approved financing who are looking for the right business opportunity.

### You sound like a broker. How does your service differ?

In many ways, our service is similar to the service of the business broker. That is, we bring qualified buyers together with business sellers. However, we are strictly dedicated to franchise businesses which are typically smaller businesses that brokers are not interested in. We also charge much less, just 4% of the selling price compared to broker's fees which range from 10 –15%. We utilize the internet and our national database from our sister company **Diamond Financial Services** to attract qualified buyers and interested sellers, and then we bring them together. We also can help value a business and secure financing for the buyer.

### When do I pay you for your service?

For our Gold program, you initially pay just \$150 to cover processing and administrative costs. When the sale of your business has closed, you pay 4% of the sale price. For our Silver or Bronze programs, our fee is due do once you sign and return the advertising agreement. For buyers, our service is free.

### If I list my business for sale with FBD, how long am I committed for?

We require just a six month agreement for the Gold level of service. If we cannot bring a qualified buyer to you in this timeframe you may try to sell your business elsewhere and owe us nothing more. Our Silver and Bronze advertising levels allow us to advertise your business without any other commitments from you. You can use our program to coincide with other commitments or obligations you may already have in place. We will simply promote and advertise your business.

### Do you provide buyer financing?

We can help pre-qualify buyers and help them secure financing for the purchase. For years, our other business has been providing small businesses and franchises with financing. For more information, visit the Franchise Funding page of our website.

### How will I know I am getting the right price for my business?

We are experts in reviewing business financials and have been setting the value of businesses for years. We also have established relationships with top business evaluation services if needed.

### I'm thinking about selling, but don't want my staff and competitors to know. Can I avoid letting them know?

Our service employs the very highest standards of privacy and security. We deal only with the seller and disclose only the information our sellers wish to disclose. You can be confident that no information will be released without your prior approval. We also require all serious prospects to sign a confidentiality agreement.

### Don't people only sell when their business is failing?

This is a common misconception. There are many reasons people may sell a business. A big one is retirement. Sometimes a business owner may want to sell his business to invest in another business. Other reasons include health, divorce, relocation, desire to do something else or just plain burnout. Most businesses that have survived for years could not have been losing money consistently. Regardless, an existing business will have several years of financials to review and evaluate.

### How do you pre-qualify a buyer?

Securing financing for prospective franchise buyers is the specialty of our sister company, Diamond Financial Services. We require all prospective buyers to fill out our pre-qualification application and provide thorough financial data. We analyze this data to determine whether a buyer is qualified to obtain the necessary financing to purchase your business. Only pre-qualified buyers will have the opportunity to review the financial information about your business.



**\$150 (flat fee) / 6 Months / Additional 4% Finders Commission**

- Full Service Program
- Advertising and Premier Listings (multiple sites – internet based)
- Mailings off our National Database
- Weekly Updates to Seller
- Updates to all Potential Buyers (listing changes including price, status etc.)
- Pre–screen and Pre–qualify applicants
- Assistance with negotiation and financing options for potential Buyers
- Support with Selling Process for Buyers and Sellers (Purchase Agreement and Letter of Intent samples and assistance)



**\$250 (flat fee)**

- Includes 6 Months Advertising on Our Websites – Plus Support
- No Additional Finders Fee
- No Minimum Purchase Price
- Potential Buyers Referred to You Directly
- More Benefits Included in One Flat Fee

Reach thousands of interested buyers with your listing on FranchiseBuyerDirect.com and SellFranchise.com. Get a professionally written detailed listing from the experts who specialize in franchise re–sales! We will custom–design your listing, as well as email it to hundreds of buyer prospects. All for one low price! Added bonus: Our staff will recommend the most popular franchise for sale websites (for you to advertise) based on your franchise. We help recommend a selling price or refer you to a valuation company who specializes in franchise re–sales. Additional bonus included in one low fee: confidentiality agreements, letters of intent and purchase agreement samples for you to use during the sales process.



**\$750 (flat fee) / 6 Months / No Additional Finders Fees  
No Minimum Franchise Purchase Price  
No Minimum Selling Price**

- Advertising (multiple sites – internet based)
- Mailings off our National Database
- Frequent updates to Seller
- Referral of all prospects to business owner or business broker directly (coordinate efforts with business broker for no additional fees or commission)
- Updates to all Potential Buyers (listing changes including price, status etc.)
- Assistance with financing options for potential Buyers (once pre–screened from business owner)
- Option to upgrade tier level of service at any time



**\$500 (flat fee) / 3 Months / No Additional Finders Fees  
No Minimum Purchase Price  
No Minimum Selling Price**

- Advertising (multiple sites – internet based)
- Mailings off our National Database
- Referral of all prospects to business owner or business broker directly (coordinate efforts with business broker for no additional fees or commission)
- Updates to all Potential Buyers (listing changes including price, status etc.)
- Assistance with financing options for Potential Buyers (once pre–screened from business owner)
- Option to upgrade tier level of service at any time