



Enjoy a Lucrative Business Broker Career

Business brokers perform an extremely important function within our national economy through all of its ups and downs. There are approximately 470,000 businesses in New Zealand. (Source: Statistics NZ). At any given point in time approximately 20% of these businesses are for sale. That's around 94,000 companies on the market right now! Business owners are just like everyone else: they get old, get sick, burn out, get divorced, and sometimes just want to "cash out." This provides a continuing huge demand for good business brokers whose primary role is to bring together an owner who wants to sell a business with an entrepreneur who wants to buy a business, and facilitate the transaction to a successful closing.

Along with this large and continuing supply of businesses for sale, there's never a shortage of prospective buyers. In fact, many brokerage firms report that for every business they have listed, they have about 20 potential purchasers! The reason for this is because the easiest and least risky way to get into a profitable business is to buy a proven existing one. Of course not all potential buyers are qualified and some are just "tyre-kickers" but this is where the business broker's professional service begins to pay off for the company owner. The broker is able to screen out the time wasters and focus in on the really motivated buyers who are ready, willing and able to purchase the right situation. It's an iron-clad axiom in the brokerage industry that a profitable business priced fairly, WILL sell.

To make this situation even more interesting, there is now an on-going phenomenon in this country that probably won't ever be repeated. The baby-boomer generation is aging fast and many of these folks are business owners. The first of this huge pool of post-WWII babies have now passed the sixty year old mark (me included) and are now beginning to think of retirement in addition to all of the other reasons to sell their businesses. As they bring their companies to market there will be the biggest explosion in demand for business brokers this industry has ever seen! This demand has just begun to build and will continue to grow over the next ten years as the greying of this generation sets in, in earnest. NZ Herald reports that 69% of private businesses will be sold by their ageing owners over the next 10 years. Now is the time to stake your claim in this lucrative field. Now is the time for you to take action to get your business brokerage career underway. But why do business owners really need the services of a broker? Although some owners attempt to sell their businesses themselves they soon find that the sale of a business is prohibitively difficult to accomplish without a broker acting as an intermediary for many of the following reasons:

- The seller often doesn't know how to properly value the business.
- The seller often doesn't know how to present the business in its best light from a buyer's perspective.
- The seller is usually unable to efficiently attract qualified buyers to the business and at the same time maintain confidentiality that the company is for sale from employees, customers, and competitors.
- The seller is frequently unable to judge a buyer's seriousness; much time can be wasted by sellers dealing with "lookers." Some potential buyers are victims of wishful thinking and they don't have the financial or intestinal ability to complete the deal.
 - The seller is unable to create a competitive atmosphere among buyers.
- The seller sometimes doesn't know how to evaluate offers as to their full value or how to financially structure the sale to make the company as attractive as possible to a potential buyer.

If you have a business-oriented background, are well organized, and like dealing with people and helping them resolve problems, then this high-income professional career is for you! You can get started almost immediately depending on your timetable. Real estate licensing is relatively easy and has never been an impediment to anyone that I know of.

Confidentiality
is kept
paramount
at all times.



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