



VR Business Brokers

Northern California's Premiere Business Brokers

When you need to sell your business for the best price, in the shortest time, with the least risk . . .

VR has sold more businesses in North America than anyone®.

Our comprehensive business brokerage service provides everything necessary to sell your business, whether you have a small family operation or a multi-million dollar enterprise. Our commitment to you is to sell your business at the best possible price, in the shortest reasonable time, and with the lowest possible risk to your business, customers and employees. How do we make that happen?

[➤ Read on to find out how...](#)

Why sell your business through VR

➤ UNMATCHED EXPERIENCE

First and foremost, we bring experience. VR has sold more businesses in North America than anyone. Incorporated in 1979, VR is the oldest and largest national network of business brokerage offices in North America, based on sales volume. By contrast, our typical competitor in the Bay Area is a real estate broker who likely has little experience selling businesses. The process of selling a business is an extremely complex one that is dramatically different from selling real estate. It takes years and thousands of transactions to master. You've put too much into your business to risk it all on someone unproven.



➤ BROADEST POSSIBLE EXPOSURE FOR YOUR BUSINESS

To sell your business quickly and for its full value, it is imperative to obtain the broadest possible exposure to potential buyers. VR uses an exclusive and proven marketing process that features four components:

- Creation of paper-, Internet- and video-based Confidential Business Profiles that present your business in the best possible light.
- Marketing your business to our nationwide network of offices, web sites and buyer databases.
- Marketing your business to local buyers through our senior network of Bay Area based offices and brokers, newspapers, seminars, and multiple listing services.
- Promoting your business worldwide through leading "business for sale" Internet sites, select qualified brokers and targeted marketing vehicles.

➤ THE STANDARD IN PROFESSIONALISM

VR has long set the standard of professionalism in the business brokerage community. VR's approach to serving clients stands in stark contrast to that of our primary competitors:

- Professional Offices. VR is unique among national business brokerage companies in requiring its brokers to work in professional office buildings, whereas many of our competitors operate out of home offices, hardly a conducive environment for selling a business.
- Exclusive Focus on Business Brokerage. VR focuses exclusively on business brokerage.
- Results. VR sells a higher percentage of our listed businesses, for higher prices and in less time than business brokers nationwide.

➤ YOUR PEACE OF MIND

Any important financial decision has the potential to add stress to your life. You can eliminate that stress by delegating to VR the time-consuming, expensive and difficult tasks of marketing and selling your business. Since we've sold thousands of businesses, and are currently selling thousands more, we can do it far more efficiently and effectively than you can. This frees you to concentrate on running your business and moving on to the next phase of your career.

➤ PROTECTION OF YOUR CONFIDENTIALITY

When you sell your business, either on your own or through most other brokers, you risk exposing confidential information including the fact that it's for sale to competitors, customers and employees. Exposure can be detrimental to your business; customers and employees might leave and competitors may encourage them. We have a proven methodology and rigorous procedures to help protect your confidentiality.

➤ PROFESSIONAL BUSINESS VALUATION

Have you ever wondered what your business is worth? We can provide a professional estimate of the fair market value of your business, whether you need an informal estimate to satisfy your curiosity or a rigorous appraisal for legal or accounting purposes. Utilizing this service implies no obligation or expectation that you will sell your business.

VR's proven 20-step process for selling your business

1. **Commitment.** Your commitment to us is to sell your business at a price and with terms consistent with the marketplace.
2. **Documentation.** You provide us with all the necessary information and documents.
3. **Valuation & Pricing.** We analyze your business and suggest a realistic price and terms.
4. **Packaging.** We put together paper-, Internet- and in some cases video-based "Confidential Business Profiles" with detailed information about your business.
5. **Marketing.** We advertise your business and others like it to get the highest possible response and the greatest number of buyers.
6. **Screening.** We interview prospective buyers to eliminate those who are unable or unlikely to purchase, and obtain a signed Confidentiality Agreement and Net Worth Statement before providing sensitive information.
7. **Introduction.** We present your business (disguised) to qualified buyers via telephone, Internet, and in our offices before bringing them to your business, saving you time and hassle.
8. **Meeting.** We take only serious, qualified buyers to meet you and view your business.
9. **Financial Assistance.** We work with you and the prospective buyers, and choose financial institutions that will assist in the selection and structuring of attractive financing packages.
10. **Offer to Purchase.** We encourage buyers to write fair offers backed by an earnest money check. We present offers to you along with detailed information on the buyers.
11. **Counter Offer.** You may accept the offers as presented or structure counter-offers.
12. **Offer Acceptance.** Once both parties agree on the terms, we have an offer "signed both ways" but not a done deal.
13. **Due Diligence.** Nearly all offers are contingent upon the buyer's inspection and approval of financial records, equipment, contracts, and other aspects of the business.
14. **Real Estate Transfer.** We work with you, the buyer, and your landlord to ensure a successful transfer of your lease. If you own the real estate, we can sell it together with the business or work with a commercial realtor for its sale.
15. **Note Assumption.** If existing equipment leases or other liabilities are to be assumed by the buyer, we work with all parties to ensure the transfer of those obligations.
16. **Contingency Removal.** Once the buyer is satisfied with the lease, inspections, and other contingencies, they are formally removed to make the offer a binding one.
17. **Closing Preparation.** We guide the seller and buyer through closing with a rigorous checklist to ensure that everything necessary to complete the sale is in order.
18. **Inventory.** A count of inventory is made near the closing either by buyer and seller together, or a third party auditor.
19. **Closing.** At closing, money, title, and possession of the business changes hands.
20. **Celebration.** Now it's time to celebrate and move on to the next phase of your career.



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The trend toward independently owned and operated businesses is skyrocketing. Small business is growing as the baby boomers come of age, corporations continue downsizing and franchising continues to grow. Small business ownership is the wave of the future. Today's Buyers are educated and motivated and have what it takes to succeed. They are ready to go into business.

So whether you are selling a business or buying one, seek a VR professional to help you realize your dream. VR Business Brokers located in San Francisco is owned by Golden Gate Business Group, Inc. Please visit www.vrgoldengate.com.

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