



# Premier Business Marketplace

Premier Brokerage Services for Your Premier Business

The current economy has greatly increased the demand for small businesses, especially in the Bay Area. With only a few **premier** businesses for sale locally, there has never been a better time to sell!

## Why Choose Premier to Sell Your Business?

Our program makes the **selling process** easy for you

- ▶ We handle every step while you run your business
- ▶ We keep you up to date on our progress
- ▶ We sell it quickly

Our expert knowledge of the local market allows us to create the ultimate **marketing program** for your business

- ▶ Reach the most buyers
- ▶ Get the highest price
- ▶ Keep it *confidential*

Highest ratings from owners of **businesses recently sold**

"He seems to know every owner in the area and they trust him. His reputation alone will help sell your business."

- David Biondi, Café Primavera, San Jose



**Todd Moore, Broker**

- ▶ Ranked Top Business Broker Worldwide in 2000 and National Top 10 in 1996 and 1998
- ▶ Selling businesses full-time since 1994 and a member of California Association of Business Brokers
- ▶ Former business owner, BA in Business Marketing & certified in Small Business Management



**Andy Dobrov, Agent**

- ▶ Over 15-years of business experience including Director of Marketing for both large and small companies
- ▶ Multiple award winner for increasing sales and developing innovative marketing tools for the Internet
- ▶ Holds a Bachelors degree from Santa Clara University and a Masters from Stanford

# Premier Selling Process

*We make the process easier for YOU!*

## STEP 1 Provide Valuation

Broker determines market value based on a thorough analysis of your business

## STEP 2 Establish Agreement

Seller reviews valuation and decides final asking price

## STEP 3 Create Business Profile

Broker prepares the business profile using information provided by seller

## STEP 4 Launch Marketing Program

Market your business through Premier's website, direct mail, internet ads, trade journals, newspapers, current buyers and broker networks

## STEP 5 Screen & Qualify Buyers

Broker screens buyer's experience & financial ability, introducing only qualified buyers to your business

## STEP 6 Present Offers

Broker presents offers with detailed information on each buyer

## STEP 7 Initiate Due Diligence

Broker assists with SBA loan process, book & record check, lease transfer, licenses, etc.

## STEP 8 Coordinate Escrow

Protects seller & buyer by obtaining tax clearances, licenses, permits, and legal documentation of sale

## STEP 9 Manage Transfer & Closing

Transfer vendors, insurance, phone, utilities, etc. Conduct equipment check, inventory count and sign closing documents

## STEP 10 Relax & Celebrate!



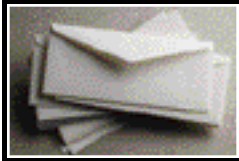
# Premier Marketing Program

*Designed specifically to sell YOUR premier business*



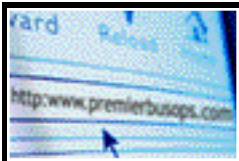
## Current Buyers

**Large database of buyers** currently looking for a business in your area



## Mailing List

Targeted directly to **hundreds of similar businesses** throughout the Bay Area



## Premier Website

**www.premierbusops.com** is the Bay Area's only website dedicated exclusively to selling local premier businesses



## Internet Marketing

**Local & National exposure** through the most effective websites to sell your business including:

**INC • Wall Street Journal • Excite • Bizbuysell • CABB**



## Newspaper Ads

Reaching over **800,000 readers** throughout the Bay Area with the Chronicle & Mercury



## Broker Networks

We leverage our **network of over 75 top Bay Area brokers** to market & sell your business



## And More...

Trade journals, magazines, newsletters, corporate and franchise buyers, etc.

...And we keep it **Confidential!**

**No name or location listed** • **All Buyers sign a Non-Disclosure Agreement**



# Premier Businesses Sold

## WHAT THEY SAY...

*"I considered selling myself, but I know that would have been a big mistake. They took care of everything and got me full price!"*

- Tom Heller, Mission City Coffee

*"Fantastic marketing and awesome network. With your connections, you had the buyer in mind as soon as we contacted you."*

- Judy Creighton, Creighton's Bakery

*"The most professional and experienced brokers I ever worked with. I recommend them to everyone I know."*

- Karen McCartney, Summit Greenery

## RECENTLY SOLD

### A Piece of Cake

- Santa Clara

### Ayer's Natural Interiors

- Palo Alto

### Benbo's

- Palo Alto

### Bon Croissant

- San Jose

### Boxworks

- Palo Alto

### Café 1850

- San Jose

### Café Libro

- Mountain View

### Café Primavera

- San Jose

### Campbell European

- Campbell

### Chocolate Mousse

- San Carlos

### Coffee Club Too

- San Carlos

### Coffee Club Too

- San Mateo

### Coffee Talk

- Mountain View

### Cramer's Bagels

- Santa Clara

### Craters & Freight

- S. San Francisco

### Creighton's Bakery

- San Francisco

### Dean's Automotive

- Mountain View

### Deja Q's

- Menlo Park

### Doc's Bagels

- Belmont

### Everything Grows

- Concord

### Environmental Design

- San Jose

### Eve's Espresso

- Palo Alto

### Front Page Deli

- San Jose

### Gateway Cafe

- San Mateo

### Ginger's Pastries

- Los Gatos

### Hawkins Print, Inc.

- San Mateo

### Honda Small Car Shop

- Palo Alto

### Int'l Coffee Exchange

- Saratoga

### Jerry's Cafe

- San Jose

### Jumpin' Java

- Mountain View

### Kids Kab

- Saratoga

### Lapperts

- Los Altos

### La Dolce Vita

- Menlo Park

### La Patisserie

- Cupertino

### Late for the Train

- Menlo Park

### Los Altos Bakery

- Los Altos

### Lucy's Bakery

- Mountain View

### Mango Cafe

- Palo Alto

### Megabooks

- Palo Alto

### Mega Juice

- Sunnyvale

### Mission City Coffee

- Santa Clara

### Mission City Coffee #2

- Santa Clara

### Old Country Deli

- Palo Alto

### Pack & Mail Express

- Redwood City

### Palo Alto Baking Co.

- Palo Alto

### Parkside Grill

- Portola Valley

### Pasta Corner

- San Mateo

### Party Givers

- Redwood City

### Pizzarolla

- San Carlos

### Prestige Autobody

- Campbell

### Preston's Candy

- Los Altos

### Ravioli's

- Newark

### Robert's Press

- Cupertino

### Romeo's Pizza

- Menlo Park

### San Lorenzo Glass

- San Lorenzo

### Service Press, Inc.

- San Mateo

### Skip's Place

- Los Altos

### Sonia's Deli

- Mountain View

### Stanford Driving School

- Palo Alto

### Strings Café

- Mountain View

### Suju's Coffee and Tea

- Fremont

### Summit Greenery

- San Francisco

### Summit Greenery

- Fremont

### The Bean Scene

- Sunnyvale

### Sugar Plum Bakery

- Redwood City

### The Better Bagel

- Fremont

### The Better Bagel

- Mountain View

### Triple R Autobody

- San Bruno

### Uptown Café

- San Carlos

### Village Host Pizza

- Redwood City

### Yogurt Station

- Redwood City

