

# Sacramento CA Business Brokerage For Sale



Schedule Phone Consult at  
[www.businessbrokersforsale.com/consult](http://www.businessbrokersforsale.com/consult)

*Territory: Exclusivity to area codes 916 / 209*

*Demographics: 104,500 businesses / 3,100,000 population*

*Pro Forma Projections: \$309,500 Annual Cash Flow Year One of Ownership*

*Growth Rate: 20%-30% Annually with addition of agents / associates*

*Reason For Sale: Ask during consultation*

*Industry Certifications / Memberships:*

*NAABB Certified Broker*

*Envoyz Certified Brokerage*

*PBBN Certified Broker*

*Acquirion Certified Brokerage*

*Member of the Market Share Acquisition Group*

*Membership with BizBuySell & Bizquest*

*Price: \$20,000 + reducing earn outs based on success*

This is an NAABB Certified Broker / Envoyz Certified Brokerage territory being resold by [BusinessesBrokersForSale.com](http://BusinessesBrokersForSale.com) for reasons referred to herein and expounded upon during a phone consultation. The price is based on new owner cost and not based on past owner's success.

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## Business Broker 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. The average NAABB commission is \$52,000 on the sale of quality businesses.

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This is, and will always be, the only business brokerage licensed by **Envoyz** to do business in this territory. **Envoyz** is the industry's only mobile app platform for buying and selling businesses. **Envoyz** dominates the markets that it covers.

- **FOR BUYERS:** Over 20,000 business buyers and growing. It's a complete private mobile app platform allowing buyers to connect with sellers, prequalify for financing, obtain financing, digitally sign NDA and much more
- **FOR SELLERS:** Business sellers represented by Envoyz Certified Brokerages have a complete mobile app platform containing self-help guides, a comprehensive video library prepping them in the sales process and so much more.
- **FOR ENVOYZ CERTIFIED BROKERAGES:** Only NAABB Certified Brokers can own an Envoyz Certified Brokerage. NAABB Certified Brokers have a comprehensive private mobile app platform with complete support services, training videos for review and the ability to complete the contract the contracts digitally with a mobile phone or tablet.



This brokerage for includes the complete training and support system provided by the North American Alliance of Business Brokers. NAABB is known internationally for their advanced systems and being industry leaders since 2001.



This brokerage for sale is, and will always be, the only PBBN Certified Brokerage in this territory. The Professional Business Buyer Network (PBBN) has over 2,500 professional business buyers for larger mid-sized businesses over \$5,000,000.



This brokerage for sale has exclusive access to the Acquirion Finance Group that prequalifies and finances business buyers as part of a transaction.



This brokerage for sale has exclusive access to the Market Share Acquisition Group. This group develops a database of current business owners seeking to increase their market share through acquisition of a competitor.



This brokerage for sale includes their own business brokerage page on BizBuySell. Your own brokerage page allows business buyers to contact you directly regarding businesses for sale.



This brokerage for sale includes their own business brokerage page on BizQuest. Your own brokerage page allows business buyers to contact you directly regarding businesses for sale.



This brokerage for sale includes branded promotion and a video library in the NAABB YouTube Channel available on YouTube's streaming television service.



This brokerage for sale includes a complete live podcast channel available on various channels including streaming live on YouTube.



This brokerage for sale includes a fully developed and managed social media platform promoting the brokerage and recruiting referral sources.

## About The Owner - NAABB

This business brokerage for sale is being resold by the North American Alliance of Business Brokers. The North American Alliance of Business Brokers is a business brokerage services firm that has been providing business broker careers and services since 2001.

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. Currently we have NAABB Certified Brokers throughout the USA and Canada.

**Beware of imitations.** There are many less than ethical people trying to copy our business brokerage opportunity model. Our processes have been copied often since 2001. And while imitation is the best form of flattery, we know these others and the shady people they are.

## 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.

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## 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
- 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.
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## Negative comments posted online against CEO Scott Radin.

When you have been around as long as Scott has (2001), there will come times when people don't get their way and come after him and his companies. For instance, from 2009 – 2011, Scott was the victim of a [vicious online extortion attempts](#) by one person on ripoffreport.com using many aliases trying to destroy his reputation.

Since then periodic complaints have been spread from rogue brokers whom NAABB did not renew for lack of activity to prospects with whom NAABB declined a territory who blasted Scott for being unprofessional to them.

NAABB Certified Broker status is a privilege rather than entitlement.

Scott accepts that others will challenge him but most people see right through these attacks. Especially when they see Scott's [A+ BBB rating](#).

## 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

The North American Alliance of Business Brokers is an LLC.

## Business Broker 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.

## Business Broker 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.

## Business Broker Regulations

Proper real estate licensing is required in CA / FL / MN / ON / WI even though real estate is not part of the sale. NAABB can assist you to hang your sales agent license with a real estate broker. All other states and provinces do not have specific licensing regulations contrary to reports on the Internet by franchises, networks and organizations. NAABB Certified Brokers do not sell real estate in any way, shape or form including transfers of a lease.

## Three Day Training

The brokerage territory for sale includes comprehensive three-day training with the corporate partners Scott Radin and Kathy Schmeltzer. The training is done in your home territory in a hotel suite near you. Unanimous feedback from current NAABB Certified Brokers indicates that a comfortable suite is far better than an uncomfortable boardroom. The training is interactive and includes a complete video library to fall back on after training.

**TRAINING ORDER (there is no set order per day as each day has a 5-hour training maximum) ...**

- What to Expect
- Intro
- Overview
- Definitions
- Envoyz Introduction (social media / app platforms)
- Seller Marketing
- Understanding Sellers
- Seller Interview
- Business Valuation
- Listing Agreement
- Listing Prep

Seller Process  
Buyer questions for seller  
Seller Objections  
Acquirion Group Overview  
Market Share Acquisition Group Overview  
Flipping Businesses Overview  
Business Buyer Marketing  
Understanding Buyers  
Buyer Interview  
Buyer Process  
The Purchase Agreement (offer)  
Buyer Objections  
Conclusions / Demonstrations

## Comprehensive Support

The brokerage territory for sale includes comprehensive support systems. The support systems are provided by NAABB corporate, NAABB mentors and NAABB peer groups formed during the NAABB yearly conference (April 2019 in Tampa FL).

- *NAABB Certified Broker* designation
- *Envoyz Certified Brokerage* designation ([www.envoyzbusiness.com](http://www.envoyzbusiness.com))
- Exclusivity to the *Market Share Acquisition Group* ([www.marketshareacquisition.com](http://www.marketshareacquisition.com))
- Exclusivity to the *Acquirion Group* ([www.acquirion.com](http://www.acquirion.com))
- Access to full training visuals used in training (in video format)
- Live support by NAABB
- Work with an existing NAABB broker mentor
- Dedicated private support site ([www.naabbclubhouse.com](http://www.naabbclubhouse.com))
- The clubhouse is now available in a private mobile app
- Mobile compatible and optimized stand-alone web site
- Ability to attend any future training session
- Annual conference
- 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 review of all business components
- Business Process Reengineering Analysis
- Office Management Analysis
- CRM software

## Business Seller Leads Development

The brokerage territory for sale includes our NO COLD CALLING techniques utilizing automated phone blasts containing a proprietary message. This marketing system alone generates 10-15 business seller leads per campaign run. These marketing campaigns can be run every other week with 3-5 days advanced notice.

As part of the territory purchase we include SIX months of marketing campaigns that could easily net you more than 100 real business seller leads wanting to hear from you. And NAABB has a bonus system based on success that will fund future marketing campaigns after six months. Follow the process, achieve simple goals and you will never pay for marketing.

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

- Envoyz app / social media platform ([www.envoyzbusiness.com](http://www.envoyzbusiness.com))
- Market Share Acquisition Group ([www.marketshareacquisition.com](http://www.marketshareacquisition.com))
- Referrals from clients / attorneys / accountants / realtors
- Multiple locally 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.





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

- Envoyz app / social media platform ([www.envoyzbusiness.com](http://www.envoyzbusiness.com))
- Market Share Acquisition Group ([www.marketshareacquisition.com](http://www.marketshareacquisition.com))
- Referrals from clients / attorneys / accountants / realtors
- Multiple locally 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.

## Pro Forma 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) - \$20,000

Payment required in full to secure your territory and training. Payment can be made by check or wire transfer. 100% unsecured financing at great rates is available through a third-party lender for those with good credit and provable income the last three months.

## The purchase price includes...

- Broker Prep training in advance of training and done online
- Three-day training in your home area with Scott Radin & Kathy Schmeltzer
- Training suite or conference room for training
- 12-15 marketing campaigns in first six months (averages 10-15 leads per campaign)
- 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

## About the fee and allocation.

- \$6,000 training expenses (includes travel to you for training)
- \$6,000 for 12- 15 marketing campaigns
- \$3,000 for social media / digital media services
- \$5,000 for exclusive rights to the territory, Envoyz and proprietary info
- Payment can be made by credit card, check or wire transfer
- 100% unsecured financing source available
- 100% tax deductible at years end
- See money back guarantees below (subject to terms and conditions)

## Royalties: 15% of gross commissions reducing to 10%

- 15% reduces to 10% after generating NAABB \$10,000 in commission splits
- Covers ongoing buyer marketing & leads development
- Covers all support systems
- Covers ongoing social media / digital media development

# Money Back Guarantee

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. Buy back based on earn out terms and conditions.

Income Guarantee – NAABB will guarantee that you make \$200,000 your first year. See the territory agreement for the terms & conditions.

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