

## **The CBI Designation**

### **Our Badge of Expertise – Your Shield of Assurance.**

#### What is the CBI?

Certified Business Intermediary (CBI) is the designation awarded by the International Business Brokers Association (IBBA) to members that have satisfied the educational requirements and conform to the ethical standards of IBBA.

#### Why Use a CBI Professional?

Buying or selling a business is one of the most crucial financial transactions of your life. As a business owner, you probably have, or will have, a good portion of your assets in your business or professional practice.

When the time comes to buy or sell a business, you need the best representation possible. In what can be a confusing and sometimes difficult process, it pays to leave as little as possible to chance. With the help of a CBI professional, you can navigate unknown territory with ease. A CBI can help you optimize your transaction by:

- Identifying better prospects.
- Clarifying investment potential.
- Helping you select the professionals, lawyers and accountants, who can provide the necessary counsel to assure a successful transition of ownership.

A CBI is an experienced, proven professional whose claim of competence is supported and documented. With the proven skills necessary to handle the marketing, negotiations and complex details involved, a CBI can successfully complete the purchase or sale of your business.

#### How Can a CBI Help?

Every CBI has undergone a specialized course of detailed training, aimed at making the process of buying or selling a business as smooth and worry-free as possible.

A CBI brings special qualifications to your needs:

- Membership in the IBBA, an international association serving the business brokerage industry. Every CBI is part of a network of professionals.
- Successful completion of the courses leading to the Certified Business Intermediary designation – one of the most successful intermediary educational programs in the world. Every CBI is a professional equipped with special expertise as a result of advanced study in listing, selling, investment, taxes, valuation and more.
- A history of demonstrated sales performance through the documented execution of business sales transactions.

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#### What Qualifications Does a CBI Bring to My Transaction?

A CBI has these distinctive credentials:

- A higher level of education and training.
- Professional affiliation with hundreds of other intermediaries on the local, national and international levels.
- The most current industry information with respect to taxes, investment, legislation and other areas of critical importance.
- Local market knowledge – special expertise unique to your area.