

Education Conference

Course #104 (prerequisite for BCB and CBI designation)

Legal Aspects of Business Brokerage

Instructor — John Willems

This course identifies ways to protect yourself and your commissions. It explains how to practice more profitably and with more informed regard for the law by covering some of the most important legal issues related to contracts, listing agreements, letters of intent and offers to purchase and closing documentation. Classroom licensing issues and explain discussions review through examples the proper procedures for listing, marketing and closing. Review sample forms that can be used in most business sales transactions. *No prerequisites.*

Course #217 (prerequisite for CBI designation)

Choosing the Business Entity

Instructor — Monty Walker

The type of entity from which a business is operated directly impacts every aspect of a business including asset protection, businesses expansion options, asset transfer options, ownership transfer options and taxation. The primary entity types, sole-proprietorship, C-corporation, S-corporation, limited liability companies and partnerships will be reviewed in detail in this course. Learn how each entity is formed, operated and dissolved. Gain an understanding of the advantages, disadvantages and best use of each entity type. Review the tax elements of each entity type and how these elements impact taxation in a business transfer. Review structuring issues associated with each entity type and the related impact experienced by both seller and buyer. Transaction structuring case studies are also included to provide participants with real life application of the covered material.

Course #220 (prerequisite for BCB and CBI designation)

Introduction to Pricing Small Businesses

Instructor — Keith Chapman

Learn to apply market data to determine the most probable selling price of a small or midsize business (sales price less than \$1 million) and how to report this as a "broker's opinion of value." Study case problems, use information from different databases and apply this knowledge in class. Discuss how to prepare a better listing and communicate more effectively about pricing and value. Review the three approaches to value with a primary focus on the approach used most often by brokers: the market approach. *Course #210 is a prerequisite.*

Course #221 (prerequisite for BCB and CBI designation)

Pricing Small Businesses

Instructor — Keith Chapman

This course continues the development of important business pricing skills started in Course #220, focusing on those businesses typically sold for under \$1 million. Discuss the Income and Asset Approaches in detail and learn how to reconcile differences between the various methods including the Direct Market Data Method. Find out how and when to use the Capitalized Income Method, Excess Earnings Method, the Multiple of Discretionary Earnings Method and others. Learn how to argue for or against the substance of a third party valuation report. *Course #220 is a prerequisite.*

Education Conference Schedule of Events

(registration is limited)

Tuesday, September 21

8:00am-5:30pm **Course #220:**
Introduction to Pricing Small Businesses

8:00am-12:00pm **Course #551:**
Seller Seminar for the Business Broker

1:00pm-5:30pm **Course #501:**
Standards of Care for Business Brokers

Wednesday, September 22

8:00am-5:30pm **Course #221:**
Pricing Small Businesses

8:00am-5:30pm **Course #217:**
Choosing the Business Entity

8:00am-5:30pm **Course #104:**
Legal Aspect of Business Brokerage

Course #501 (prerequisite for CBI designation)

Standards of Care for Business Brokers

Instructor — Jeff Jones

Avoid costly and time-consuming lawsuits with clients, customers and/or other brokerage firms. Discuss firsthand experiences involving lawsuits, governing regulatory punishment and trade association sanctions involving business brokerage standards of care. Topics include: regulatory bodies that control and/or regulate the activities of business brokers; canons of professional ethics and conduct; IBBA Code of Ethics and Standards; trade associations that provide guidance; rules and regulations of business brokers and the 10 commandments for safe brokerage.

Course #551

Seller Seminar for the Business Broker

Instructor — Bill Bunstead

Discuss the key topics and ideas that need to be communicated to attract Main Street business sellers. Develop a customized PowerPoint presentation that you can use to put on a seminar to attract potential main street clients and result in a listing. A CD with a sample seminar presentation is included with course registration. This course is recommended for main street brokers. It is recommended that participants have taken Courses #101 and #550 and have a good understanding of the business brokerage process so they can confidently put on a marketing seminar. It is suggested that participants also have taken or will take Train the Trainer or a presentation skills course. It is recommended that participants have taken Courses #101 and #550 and have a good understanding of the business brokerage process so they can confidently put on a marketing seminar. It is suggested that participants also have taken or will take Speaker Training or a presentation skills course.