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Subject: Finding the right business to buy

While many business buyers are concerned about financing their deal, conducting due diligence, and paying the right price, the single biggest concern that is always raised by anyone looking to acquire a business is to **be certain they buy the right one**. After all, even if you successfully navigate your way through every stage of the buying process but you purchase the wrong business, nothing else matters. You will have a disaster on your hands.

It is quite common for inexperienced buyers to limit their search strictly to those businesses listed for sale on the Internet. While online directories are a great place to start, often times the choice simply does not meet the individual's criteria. Plus, the majority of businesses for sale online are controlled by brokers, yet they sell less than ten percent of all businesses..

So where are the other 90%? And how can you find them?

As you know from our course *How To Buy A Good Business At A Great Price*, I am a huge fan of doing direct solicitations to business owners. Although our clients have experienced great results following our approach, not enough of them are doing it. Perhaps it's because it takes quite a bit of time to do it on your own.

While there are a number of business brokers who offer search services, they are not specialists at it, and a highly targeted, effective search requires an expert's approach.

With that in mind, I want to tell you about a company that you should contact which specializes in buyer side advisory work, and has truly perfected the search process for businesses not listed publicly for sale.

I rarely recommend third parties in our industry so rest assured these folks are top-notch.

The name of the firm is "**Partner On-Call Network**" (POCN) and they offer a tremendous service called *Business Buyer Advocate* ®. The head of POCN is a gentleman named **Ted Leverette**. For over 35 years he has focused on the buy-side of deals. In the past few years, he has assembled a team of professionals who are truly dedicated to assisting buyers..

Ted and I have spent a considerable amount of time together and I like what I see. I believe in his philosophy and approach, and above all, he shares my unrelenting commitment to helping prospective business buyers.

Besides their search work, they provide buyers with an advocate who wants to make sure you buy the right business, not just any business.

No matter how badly you want to buy a business; first you have to find one. A POCN *Business Buyer Advocate* can introduce you to some of the best businesses for sale that you cannot find on your own.

And don't forget the importance of timing. The longer you spend looking, the more it costs you, especially if you need the income.

The **Business Buyer Advocate Program** works because:

Up to 80% of mature, profitable businesses for sale are NOT listed publicly for sale. These sellers are on the hidden market. They don't advertise nor does a business broker represent them. BBA has perfected its search process to find these hidden gems. The BBA search process is designed to dramatically reduce the time it normally takes people to find businesses on their own. Downsizing creates a horde of unemployed, inexperienced, and unqualified buyers. You can avoid buyer competition if you are the first and only buyer to meet the seller.

Most businesses for sale are not worth owning. And only 1 in 5 that you'll see listed will ever sell. With a BBA search, you'll expand your choice of sellers who have mature, profitable and fairly priced businesses for sale.

Business Brokers do not represent buyers; they represent the seller or the deal. A POCN *Business Buyer Advocate* levels the playing field. Not only can they help you find the right business, they offer additional services for due diligence, financing, valuation and deal making.

I am confident that a POCN *Business Buyer Advocate* can find you potential businesses much sooner than you can on your own. It's well worth your time to contact them and learn more about their services. Feel free to let them know I sent you.

[Click here to visit their website](http://PartnerOnCall.com) (PartnerOnCall.com) or call them at 561 868-6892.

To Your Success,

Richard Parker
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