



An Introduction to Business Brokerage: Valuing, Listing, and Selling Businesses

C. D. Peterson

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More than one million businesses are started in the United States every year. This degree of entrepreneurship brings real opportunity for the intermediary who can help people buy and sell businesses. It gives readers all the steps necessary to help sellers realize maximum equity and buyers achieve their dreams of owning a business. Provides general background information on the market and business types available. Covers the listing presentation, pricing, marketing, selling businesses, qualifying buyers, negotiating, and closing on a business. Finally, business brokers will learn how to build and maintain a list of sellers and buyers as the base of future business.



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