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- **SELECTED SOLD**
- **AVAILABLE OPPORTUNITIES**
- **SELLING YOUR BUSINESS FOR THE HIGHEST PRICE THE MARKET WILL BEAR**

**BRE #01160661**

**More than 230 business for sale!**

**Sales increased 49% in 2017!**

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**Win \$1000!**

We will shortly be sending out our annual survey to our clients.

Enter and return our raffle for a \$1000 Amazon gift certificate!

**SELLING YOUR  
BUSINESS FOR THE  
HIGHEST PRICE THE  
MARKET WILL BEAR**



by Tony Moran  
BTI GROUP

**(Business Team's 2017 Top Producer  
and 29 years with Business Team)**

The most difficult aspect of selling your business is knowing when you have the highest price the market will bear. Appraisals are good for setting a general sense of value and a reality check but they are based in theory and don't reflect the unique market responses your business may guarantee. You will have the highest price the market will bear when you have contacted the entire universe of qualified potential buyers. If your business isn't marketed properly you will have the highest price a select group of buyers will pay. Worse yet, if you're working with one buyer you will have the highest price that one buyer will pay and will never know the highest price your business is capable of achieving.

You are ready to sell your business when you answer yes to the following selling question:

**After you are confident the entire universe of potential buyers have been accessed will you accept the highest price the market will pay no matter what the amount?**

If you aren't willing to accept that price then you're not ready to sell your business and going to market will be a waste of time and give your business unnecessary exposure. I have had sellers say "no, I have to have \$3,000,000 ". What they are saying is the price they want for their business is based on needs and not market value. The problem is the need almost always exceeds the market price. I have rhetorically told needs-based sellers that the solution is simple - add 20% to all your prices and that will increase your profits to justify the amount you want for your business. Inevitably the response will be that the market will not allow it and my response will be, I'm restrained by the same market forces when I go to market with their business.

No one wants to sell their business for less than it's worth and the phrase "no matter what the amount is" can feel like you're not in control of the amount. The above selling question has the phrase "after you are confident", and this is where you're in control of the process. As business intermediaries we represent market value of a business and don't create the value of a business.

Choose your broker wisely. If they aren't able to access the entire market place of potential buyers you will never achieve the highest price the market will bear. Get involved with what your intermediary is doing, who is he marketing to, what materials is he distributing, what do the marketability summaries say, what have buyer responses been. If he accesses the entire market place of potential buyers but you're not aware of it you will not have the confidence to say yes to the highest price the market will bear. Beware of unsponsored private equity funds. You may get lots of offers in a short period of time and that may feel like the entire universe of potential buyers but PEGS sometimes offer high prices in order to lock up your company with the intent of reducing

the offer substantially using due diligence as a rationale.

**About Tony Moran:**

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**Professional Affiliations:**

CABB, IBBA, M&A Source

**Background/Experience:**

Tony has earned the trust and respect of his clients during his 25-year career in the business brokerage. He has been involved in over 200 transactions and his production is consistently ranked in the top tier of the industry. Tony's wealth of knowledge allows him to provide the superb personal service and business insights that his customers have come to rely upon. He works closely with clients to truly understand the unique aspects of their personal and business needs.



[For more selected opportunities, click here](#)

## Selected Available Opportunities

230 Businesses Available



**Profitable,  
Landmark  
Power Sport  
Dealership**

**Listing #:**NV2536  
**Category:**Miscellaneous  
**Location:**Reno

<b>Gross Sales:</b>	<b>Adjusted</b>	<b>Asking</b>
\$15,141,905	<b>Earnings:</b>	<b>Price:</b>
	\$1,275,360	\$5,475,000

 [\*\*Details\*\*](#)



**Ceramic Parts  
Mfg. - Nets  
\$1.2million**

**Listing #:**SA3949  
**Category:**Manufacturing  
**Location:**Northern California

**Gross Sales:** \$3,767,670  
**Adjusted Earnings:** \$1,156,382

**Asking Price:** N/A

 [Details](#)



**CNC Machine  
Shop -- \$2.5MM  
Revenue**

**Listing #:**8543  
**Category:**Metal  
**Location:**South Bay

**Gross Sales:** \$2,530,912  
**Adjusted Earnings:** \$1,123,997

**Asking Price:** \$2,300,000

 [Details](#)



**Plumbing  
Contractor  
\$990K SDE 2017**

**Listing #:**8396  
**Category:**Building and Construction  
**Location:**South Bay

**Gross Sales:** \$6,206,939  
**Adjusted Earnings:** \$990,861

**Asking Price:** \$3,150,000

 [Details](#)



**Established  
Mental Health  
Treatment  
Center**

**Listing #:**SA3990  
**Category:**Health and Medical  
**Location:**Northern California

**Gross Sales:** \$2,919,332  
**Adjusted Earnings:** \$977,684

**Asking Price:** \$2,495,000

 [Details](#)



### [Established Window Covering Business](#)

**Listing #:**SF1081  
**Category:**Business (or Biz to Biz)  
**Location:**Northern California

**Gross Sales:**  
\$4,268,373

**Adjusted Earnings:**  
\$855,614

**Asking Price:**  
\$2,395,000

 [Details](#)



### [Industrial Painting company, \\$680K cash flow!](#)

**Listing #:**8567  
**Category:**Business (or Biz to Biz)  
**Location:**South Bay

**Gross Sales:**  
\$2,735,696

**Adjusted Earnings:**  
\$679,742

**Asking Price:**  
\$2,700,000

 [Details](#)



### [Tile & Stone Importer, Retailer & Wholesaler](#)

**Listing #:**8593  
**Category:**Wholesale & Distribution  
**Location:**Northern California

**Gross Sales:**  
\$2,348,997

**Adjusted Earnings:**  
\$671,701

**Asking Price:**  
\$1,690,000

 [Details](#)



### [Expanding Commercial Truck Body & Paint](#)

**Listing #:**SF1028  
**Category:**Unspecified  
**Location:**Northern California

**Gross Sales:**  
\$4,262,605

**Adjusted Earnings:**  
\$654,977

**Asking Price:**  
\$2,500,000

 [Details](#)



## [Tree Services](#)

**Listing #:**NV2510  
**Category:**Services  
**Location:**Nevada

**Gross Sales:**  
\$1,078,531

**Adjusted Earnings:**  
\$605,024

**Asking Price:**  
\$2,896,690



[Details](#)



## [Non-Emergency Medical Transportation](#)

**Listing #:**8514  
**Category:**Business (or Biz to Biz)  
**Location:**East Bay

**Gross Sales:**  
\$2,063,989

**Adjusted Earnings:**  
\$749,747

**Asking Price:**  
\$2,200,000



[Details](#)



## [Very Exclusive Construction Supplier](#)

**Listing #:**SF9956  
**Category:**Building and Construction  
**Location:**East Bay

**Gross Sales:**  
\$2,652,948

**Adjusted Earnings:**  
\$602,574

**Asking Price:**  
\$1,400,000



[Details](#)



## [Luxury Home Construction/Remodeling](#)

**Listing #:**8568  
**Category:**Building and Construction  
**Location:**Peninsula

**Gross Sales:**  
\$1,999,799

**Adjusted Earnings:**  
\$598,839

**Asking Price:**  
\$375,000



[Details](#)



## [Growing Pawn Business \\$1.80MM Inv. Included!](#)

**Listing #:**7882  
**Category:**Miscellaneous  
**Location:**San Francisco

**Gross Sales:**  
\$4,390,766

**Adjusted Earnings:**  
\$467,000

**Asking Price:**  
\$2,000,000



[Details](#)





**On-Site Dental Services Provider \$1M in SDE**

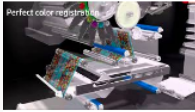
**Listing #:**SF1058  
**Category:**Personal  
**Location:**East Bay

**Gross Sales:**  
\$949,896

**Adjusted Earnings:**  
\$465,928

**Asking Price:**  
\$4,400,000

 [\*\*Details\*\*](#)



**\$437K SDE - SBA Approved Real Prop. Available**

**Listing #:**PH3911  
**Category:**Publishing, Printing and Graphic Arts  
**Location:**East Bay

**Gross Sales:**  
\$1,391,808

**Adjusted Earnings:**  
\$437,482

**Asking Price:**  
\$1,395,000

 [\*\*Details\*\*](#)



**Profitable Distributor of Industrial Equipment**

**Listing #:**SF1043  
**Category:**Wholesale & Distribution  
**Location:**North Bay

**Gross Sales:**  
\$1,304,489

**Adjusted Earnings:**  
\$436,920

**Asking Price:**  
\$1,000,000

 [\*\*Details\*\*](#)



**High Growth Caterer in Northern California**

**Listing #:**SF1092  
**Category:**Catering  
**Location:**Northern California

**Gross Sales:**  
\$1,816,963

**Adjusted Earnings:**  
\$428,958

**Asking Price:**  
\$1,900,000

 [\*\*Details\*\*](#)



**Busy Garden Maintenance & Installation Service**

**Listing #:**8524  
**Category:**Professional  
**Location:**South Bay

**Gross Sales:**  
\$2,235,656

**Adjusted Earnings:**  
\$424,130

**Asking Price:**  
\$800,000

 [\*\*Details\*\*](#)



## [Retail Tires & Service](#)

**Listing #:**8570  
**Category:**Tire Stores  
**Location:**Sacramento

**Gross Sales:**  
\$2,728,569

**Adjusted Earnings:**  
\$415,139

**Asking Price:**  
\$1,250,000

 [Details](#)



## [TIRES & SERVICE FRANCHISE](#)

**Listing #:**8569  
**Category:**Tire Stores  
**Location:**Peninsula

**Gross Sales:**  
\$2,586,505

**Adjusted Earnings:**  
\$384,483

**Asking Price:**  
\$1,500,000

 [Details](#)



## [Tickle the Ivory for Profit! Over \\$300,000 Income!](#)

**Listing #:**SF1086  
**Category:**Arts, Entertainment & Recreation  
**Location:**East Bay

**Gross Sales:**  
\$1,205,852

**Adjusted Earnings:**  
\$355,487

**Asking Price:**  
\$850,000

 [Details](#)



## [General Contractor and Engineering](#)

**Listing #:**SF1046  
**Category:**Building and Construction  
**Location:**East Bay

**Gross Sales:**  
\$937,963

**Adjusted Earnings:**  
\$355,184

**Asking Price:**  
N/A

 [Details](#)



## [School for Mentally Disabled - Highly Profitable](#)

**Listing #:**SA3961  
**Category:**Education and Day Care  
**Location:**Northern California

**Gross Sales:**  
\$2,137,600

**Adjusted Earnings:**  
\$349,308

**Asking Price:**  
\$1,250,000

 [Details](#)





### [3 Successful HIIT Fitness Studios San Francisco](#)

**Listing #:**SF1078  
**Category:**Unspecified  
**Location:**San Francisco

**Gross Sales:**  
\$1,194,264

**Adjusted Earnings:**  
\$340,568

**Asking Price:**  
\$750,000



[Details](#)



### [Specialty Food Importer](#)

**Listing #:**PH3923  
**Category:**Wholesale & Distribution  
**Location:**Northern California

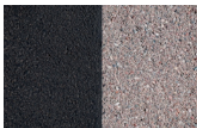
**Gross Sales:**  
\$626,359

**Adjusted Earnings:**  
\$330,483

**Asking Price:**  
\$800,000



[Details](#)



### [Thriving Asphalt Sealing & Striping Company](#)

**Listing #:**SA3975  
**Category:**Building and Construction  
**Location:**Sacramento

**Gross Sales:**  
\$1,224,798

**Adjusted Earnings:**  
\$320,242

**Asking Price:**  
\$1,050,000



[Details](#)



### [Painting Service Business in NorCal](#)

**Listing #:**SF1088  
**Category:**Professional  
**Location:**Northern California

**Gross Sales:**  
\$890,268

**Adjusted Earnings:**  
\$292,505

**Asking Price:**  
\$850,000



[Details](#)



### [Profitable Silicon Wafer Production](#)

**Listing #:**8579  
**Category:**High Tech  
**Location:**East Bay

**Gross Sales:**  
\$2,485,172

**Adjusted Earnings:**  
\$279,597

**Asking Price:**  
\$1,500,000



[Details](#)



**Five Star Electrical Engineering Service**

**Listing #:**8487  
**Category:**Services  
**Location:**Peninsula

**Gross Sales:** \$433,910  
**Adjusted Earnings:** \$278,475  
**Asking Price:** \$180,000

 [Details](#)



**Established, Successful Landscape Contractor**

**Listing #:**SA3971  
**Category:**Building and Construction  
**Location:**Central Valley

**Gross Sales:** \$1,153,776  
**Adjusted Earnings:** \$253,216  
**Asking Price:** \$395,000

 [Details](#)



**Listing #:**NV2505  
**Category:**Professional  
**Location:**Nevada

**Gross Sales:** \$984,304  
**Adjusted Earnings:** \$338,423  
**Asking Price:** \$750,000

 [Details](#)

**Recently Sold**

[Contact us for details](#)

Industry	Purchase Price	Industry	Purchase Price
Online Retailer	\$8,000,000	Marble and Tile Retail	\$1,439,869
Manufacturing Company	\$2,325,000	Building Maintenance	\$2,350,000
Catering	\$2,350,000	Collection Agency	\$2,250,000
Manufacturing of Proprietary Metal Products	\$2,325,000	Brewery	\$2,152,500
Collection Agency	\$2,250,000	Farm produce wholesale distribution	\$1,830,000
Manufacturing of Proprietary Metal Products	\$2,250,000	Mexican Restaurant	\$1,337,500
Market	\$1,850,000	Preschool	\$1,300,000
E-Waste Recycling	\$1,300,000	Restaurant	\$1,136,000
Electronic Manufacturing Service	\$1,830,000	Landscape Material Manufacturer	\$895,000
Preschool	\$1,140,000	Staffing Agency	\$800,000
Engineering Consultants	\$900,000	Printing Service	\$800,000
Glass & Screen Center	\$860,000	Laundry Service	\$630,000
Glass & Shower Door Retail and Installation	\$800,000	Physical Therapy	\$590,000
Gas Station	\$795,000	Wholesaler of Promotional Product	\$523,541
Retail Tires and Service	\$600,000	Oil Change Service	\$500,000
Limousine Service	\$575,000	Baking Company	\$490,000
Wholesaler of Promotional Product	\$523,541	Retail Tires and Service	\$475,000
Steel Fabricators	\$500,000	Labatory	\$450,000
Direct Mail Advertising	\$475,000	Printing Service	\$450,000
Property Management	\$462,000	Market & Cafe	\$410,000
Moving and Storage Company	\$450,000	Flooring Installation and Retail	\$380,000

Environmental Laboratories	\$440,000	Restaurant	\$335,000
Vitamin & Nutrition Store	\$405,000	Restaurant & Lounge	\$325,000
On-Line Music Retail	\$340,000	Computer Service	\$325,000
Flowers Retail	\$325,000	Cabinets and Construction	\$320,000
After School Education	\$325,000	Music School	\$315,000
Pet Store	\$325,000	Auto Service Franchise	\$295,000
Brewery	\$315,000	Mortgage Loans	\$275,000
Motorsports Dealership	\$311,075	Copy, Print, and Ship Center	\$246,500
Real Estate Agency	\$275,000	Cocktail Lounge	\$235,000
Bike Shop	\$263,000	Edible Arrangements	\$225,000
Tire Company	\$245,000	Coffeehouse	\$210,000
Hearing Aid Center	\$225,000	E-Waste Recycling	\$200,000
Closet Installation & Retail	\$213,000	Café	\$190,000
Auto Center	\$201,600	Deli Franchise	\$175,000
Night Club	\$195,000	Gently Used Designer Clothing	\$170,000
Italian Restaurant	\$180,000	Restaurant	\$150,000
American Sports Pub	\$173,000	Precision Machine Shop	\$150,000
Health Foods	\$153,000	Bar & Eatery	\$147,500
Home Care	\$150,000	Greenery	\$140,000
Massage & Bodywork	\$150,000	Benjamin Moore Paint Store	\$140,000
Cabinet & Door Hardware, Fixtures	\$140,000	Cafe	\$129,000
Motorsports Dealership	\$140,000	Fitness Studio	\$125,000
Mexican Grill	\$130,000	Pet Resort	\$120,000
Cafe	\$129,000	Bakery	\$120,000
Restaurant	\$125,000	Breakfast Restaurant	\$119,000
Cafe	\$120,000	Burger Restaurant	\$110,500
Home Cleaning Service	\$120,000	Cafe	\$105,000
Restaurant	\$115,000	Cafe	\$99,000

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Marion Gloege, Editor

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