

# **The Value of Using a Certified Business Intermediary**

## **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 the 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 and screening better prospects.
- Clarifying investment potential.
- Confidentially managing all phases of your sale.

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.

**Every CBI is a professional equipped with special expertise as a result of advanced study in listing, selling, investment, taxes, valuation and more.**

### **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.

### **CBI – KNOWLEDGEABLE, EXPERIENCED, ETHICAL AND COMMITTED.**

**“The greatest hurdle to any transaction is managing the expectations of all parties involved, especially a seller. What a CBI brings to the table is the “real-world” experience of what can be expected. Transactions are very complex and tedious. An experienced CBI helps a seller in analyzing their options, preparing information for prospective investors/buyers and understanding the process of selling their business.”**

- **David J. Malizia, FCP Investors, Inc.**

**“Retaining a Certified Business Intermediary professional to sell my manufacturing business was a great investment. From day one, his work was professional, efficient and directly on target. I came to respect and appreciate the value of his skills in preparing, marketing and guiding us through the critical points. The professionalism, competence, and integrity I experienced were exceptional.”**

- **Craig Sutton, Sefco, Inc.**

## WHAT ARE THE CBI REQUIREMENTS?

**EDUCATION** – A CBI must complete a minimum of 60 class hours of business brokerage courses offered exclusively through the IBBA. A CBI must demonstrate an ongoing commitment to professional development through continuing education and periodic recertification.

**EXPERIENCE** – Competence in the application of knowledge gained through practical experience. A CBI must have a combined minimum of three years experience and education in business brokerage.

**KNOWLEDGE** – A high degree of knowledge garnered through the completion of required courses and the passing of its respective examination.

**EXAMINATION** – The successful completion of a comprehensive examination.

**ETHICS** – A thorough knowledge of, and loyalty to, the [IBBA's Code of Ethics](#).

**Look for the CBI designation when considering your next transaction.**



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