



Are we the leaders in the industry? Absolutely not. Are we number one? Of course not. There's no number one, except in sports. You'll find that we are in no way braggadocios.

Are we the largest Restaurant Brokerage Company in the USA? Sorry, no again!

We will never claim to be number one; we do not claim to be the leaders in the industry, and those that do, do it for a reason. They're morally insecure and a bit narcissistic, so they need to cast a net over "We are the Largest, Law firm in the in world! You know, like Morgan & Morgan.

Yes, what happened to Binder & Binder? Remember them? Law firms are a great example of this phenomenon.

"We are the Largest" Total Deceit. As soon as you hear or see that phrase, RUN, "Run for your life"! What we are is an honest, hard working entity, with years of Food & Beverage Sales experience that equate in results.

We can and will sell your restaurant with confidentiality and professionalism! The goal here is to get you out, and do it quickly, confidently, and most importantly of all, painlessly, and for far less than others charge for commissions.

[3/5 program. www.DiscountRestaurantBrokers.com](http://www.DiscountRestaurantBrokers.com)

Naturally, this all depends on your mitigating factors. Gross sales, condition of your equipment, space, parking, your lease, your concept, your financial health and your landlord! These are the top bullet points that dictate what you can and will receive for a sale price from potential buyers.

As Restaurant Specialists, we refuse more listings than we choose to take on. It makes little or no sense to take on a listing, if it doesn't make logical sense in the marketplace. The business will usually just sit on the market and generate little or no interest. The longer your business sits on the market and doesn't sell, you risk your customers and or your employees finding out your business is for sale. If your business doesn't sell quickly buyers tend to think there is an underlying problem.

The objective is to try to find a qualified experienced buyer fast! Restaurant sales take time to sell and process, they're not a necessity like food, clothing, and shelter. Add the fact that there're many food and beverage businesses to choose from, with variable entry fees (Down Payments), makes selling your business, a challenge. It's not necessarily your asking price as it is that you're competing with others that are selling with LOWER down payments to get someone started and ensure they're successful.

Now, add the fact that it has to be marketed in secret so the general public and your employees don't find out ,until you have a signed Purchase & Sale Agreement , takes know how..We have an extensive database of active buyers and sellers from years of selling restaurants with many new callers every day. We do not sell Auto Body Shops or Beauty Salons, just Food & Beverage Related Businesses.

Food, menus, customer service, concepts and equipment can always be improved upon. No parking, bad landlords, troublesome partners, high rent, and terrible leases cannot. No one wants to be working for the landlord, and if you're in a predicament like this, we'll tell you this right away after our assessment and free appraisal of your business. A lease assessment and or negotiation, requires knowledge and experience. **Lawyers, Landlords, and leases** are the three biggest deal killers in our industry. Often, hectic schedules of attorneys frustrate buyers and sellers to no end.

Absorbent rent and greedy landlords refusing to negotiate also infuriate buyers and sellers, and will often delay or kill a deal. Please understand that in general Food & Beverage Businesses usually takes a fair amount of time to complete. We usually have to work around other peoples schedules, Attorneys, City Hall, Selectman Schedule minutes list, ABCC Schedule, Accountants, Health Inspectors , Fire Dept. ,the list is endless. We earn our fee!

This is why when we take on your listing; the duration of that listing is a min of a 4 month exclusive agreement. Frustrated, inexperienced buyers often cancel or back out of a transaction because they're unaware of certain mitigating factors, such as delays in licenses, and permits alike. This is a huge part of our job, keeping the transaction moving forward constantly.

For buyers, there's a 15 day return period for all escrow deposits returned on canceled transactions. \$100% of your deposit is returned /refunded with no deductions if and when you decide not to move forward and cannot renegotiate the terms of the sale.

There's an assessment of your business on top of an evaluation that needs to take place during the evaluation / listing process of your business. Some of the necessary questions asked would include some of the following to ascertain the salability of your business.

Do you have a troublesome, hard to deal with partner? Is your wife emotionally attached after years of operating your business? Do you owe money to the Department of Revenue? Are you behind on your rent? Are your Real Estate Taxes up to date? So, if you owe, how much are you behind? Are your numbers verifiable?

We understand these are very personal questions, however, if we don't ask them, a buyer may, and you will be working your tail off for two months with a good buyer, only to have your offer die a dismal death before the closing if he or she doesn't like the answer.

Selling your business is easy; getting the buyer to the closing table is another whole entire story. That's where our experience is spot on! We work with you in an effort to fix any negatives that are visible. We have lenders, equipment specialists that offer credit, until the closing etc.

Most issues internally are fixable; however a bad landlord in most cases is not. However we're really good at negotiating with Landlords that are greedy and price their rents above market value. This is why your plan should be, purchase the business, then down the road purchase the real estate (if available). This takes place quite often in the food and beverage business. 8 out of 10 mortgage payments are far less expensive than paying rent to a greedy landlord. Please understand there're good landlords out there that are wonderful!

We disclose and publish these reference points for you to help educate you at your listing appointment. Other brokers would not even dare to disclose or ask these so called "deal killer questions", (well they may now that they have read this).

We hear it from customers (listing sellers), all the time. "Our previous broker never asked us these questions".

Some brokers will just take your listing, sit back and hope they get lucky. Most Restaurant Brokers are ok, but what some restaurant owners are good at, is passing their headache or problem (if one exists) onto someone else, without first eliminating or fixing the problem, especially if the buyer is not represented by an educated Restaurant Broker. This is why a Restaurant Specialist is a must to appraise, help you prepare, fix any negatives that jump out at a potential buyer.

That's why you need representation, someone who is going to dig, ask the questions that need to be asked of the seller, that the buyer will. Work on the negatives. The last thing we want is a seller weeks into a sale calling us with an issue that we did not know about because we did not ask!

This also is never ideal if you're providing any owner financing, because you will never collect your key money if there are hidden problems that arise after you sell, that the buyer was not aware of.

An overpriced business is a problem. Owing the landlord a great deal of back rent sometimes can be a problem. It does not make well for the new buyer coming in, as the landlord may now be spooked or nervous of any applicant. That's where we shine. Working with Landlords and assuring them that our buyer is seasoned, vetted and qualified.

Owing the Department of Revenue a great deal of money is a problem. (You will need to provide to the buyer a Certificate of Good Standing showing you owe no back meals taxes). Meals taxes can be paid online now.

Paying 15% or higher of your monthly gross sales in rent can also be problem. Brokers, let alone buyers don't like surprises like this after weeks have been invested by both parties. These types of surprises (if not disclosed so they can be fixed) usually end up rendering your business unsellable for your asking price.

If not addressed, issues such as the ones mentioned above will kill a deal before the closing, usually after a substantial amount of work has been invested by you and the broker. This is why these questions need to be asked so we can help you prepare your business for sale by addressing any issues that may turn off a potential buyer.

In today's market buyers have many choices. Restaurants that are for sale usually will not attract qualified buyers without some form of creative owner financing. Conventional Banks do not lend money on Restaurants (The business).

The SBA does, if the seller's books are in good shape and the applicant is seasoned /qualified and has decent credit. Low interest loans from the federal government are assumable, so when you decide to sell it's a simple process for the new buyer coming in. Sellers who create an attractive deal, or the best deal will sell quickly in this market, this is a fact!

We pride ourselves on delivering exceptional service and strategic insights to our clients, ensuring a seamless transaction process. Trust us to navigate the complexities of the food and beverage market while helping you to achieving your exit strategy business while along saving you money in commissions.