Your Brokerage Team- The Principals

We utilize our experience and commitment that drives businesses to sell at peak value. The principals of Rich-Biz Brokers & Advisors, LLC are part of your Trusted Advisors Team. We've won that privilege by a unique melding of backgrounds and experiences that drives business improvement.

E. Wayne Bullis, Ed.D, CRFA, Managing Member

Wayne is a native of the Northern Neck of Virginia with over 3 decades of success as a business owner and an advisor to small and mid-size business owners. He works closely with companies' trusted advisors to maximize recommendations, planning and execution of solutions to sell at peak value.

His professional experience includes 15 years as a Principal in a Richmond-based business brokerage firm. Additionally, Wayne was founder and sole owner of an advisory company focused on helping Virginia entrepreneurs create, capture and capitalize on enhanced business value.

Wayne is co-founder of Rich-Biz Brokers & Advisors, LLC and is the firm's Managing Member... responsible for managing the delivery of proven, professional, prompt, and affordable transition solutions to closely-held businesses.

His academic credentials include both Bachelor and Masters degrees from the College of William and Mary. Wayne also earned a doctorate focusing on leadership, management and organizational development from the University of Virginia. Wayne@richbizbrokers.com

Robert "Bob" Bennett, MBA, Banking/Finance

Bob has been a successful senior level commercial banker serving small/ mid-size businesses in Central Virginia for over 4 decades. His professional career profile has been to advise business owners in enhancing their financial well-being, both personally and professionally... plus working with clients' trusted advisors to facilitate both the sale and purchase of companies.

Bob is an owner/member of Rich-Biz Brokers & Advisors, LLC. His primary responsibilities are formulating and executing the firm's marketing and branding initiatives. Additionally, Bob spearheads day-to-day business development efforts with closely-held business owners and their trusted advisors. His objective is to sell their businesses at peak value.

Bob is a BSBA graduate of University of North Carolina-Chapel Hill, and he earned his MBA from the University of Richmond Robins School of Business.
Rbennett@richbizbrokers.com

As a client, you will always deal directly with the Principals... seasoned business professionals with a combined 80+ years of proven business success.

*Our Principals become **your Principals** who work closely with you in a true business relationship. We'll help minimize your stress and maximize your experience throughout the sales process. You will never feel that it's only a business transaction. We know the emotions of selling a business; we care, and we show it!*

For more information, contact your brokerage team.

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RICH-BIZ BROKERS
& ADVISORS, LLC

70% of Virginia's Small Businesses just close instead of selling!

RICH-BIZ BROKERS
& ADVISORS, LLC

A Message About Business Sales

You've worked hard to build your business. With lots of "blood, sweat, and tears," you've led with your own style of leadership. You've surrounded yourself with competent people, a successful operational system, and productive clients. The time has come to capitalize on your success. That's where we come in. We can help you get peak value for your business.

Our Differentiation and Appeal
Our principal owners have a combined 80+ years of business experience. We have unique credentials, including a doctorate focusing on leadership and organizational development and management. We've led small and large teams and have grown and sold our own companies. We understand the emotions and angst of a business owner selling the business that he/she birthed and grew. We are business sales specialists.

Typical concerns of business owners that we address . . .

- What is the value of my business?
- Am I ready and prepared to sell?
- Is my business prepared to sell at peak value?
- Who can help me make certain I get the best deal for my company?

We dig deeply into the **six drivers of business value** to understand your company and its appealing story. We help you prepare your company for a peak sale. And we help you through each step of the sale process.

What We Do For Business Sellers
We manage the emotional side of the sale transaction to let you continue to focus on your company. We match the seller's and buyer's personalities and cultures and seek a win-win transaction that is sustainable for both parties. That is what creates a peak value sale.

Our Methodology
We ask questions. We research. We dig deeply into the company's infrastructure to understand its simplicities and its complexities. We analyze the fundamentals:

- Company Organization
- Books and Records
- Systems and Processes
- Policies and Procedures
- Personnel and Clientele
- Marketing and Sales

We then create, implement, and manage a marketing plan that attracts potential buyers.

Our Objective
Our primary goal is to sell your company at peak value. We want to help owners be assured of a financially secure future for themselves and their families.

It's Worth The Time
It's worth both of our time to have a chat. We're often invited to do so by owners and their professional advisors to discuss how we can help. It never costs anything to talk! We welcome the opportunity.

A Message For Our Buyer Friends

What You Seek
Our experience in working with savvy buyers indicates that you seek:

- A fair price for value
- Ease in transition and operations
- No "flight" risk by clients or personnel
- Sustainability
- Potential for future growth and opportunity

Our sellers seek the same reliabilities. That's why we work hard to find the "perfect match" for both sides of the transaction. Doing so makes the deal work!

How We Help
Be assured that we already know our sellers' objectives and needs. But we also need to know our buyers' objectives and needs. So, we ask a lot of questions. We'll want to know:

- Why you're interested in this company
- What experience you have in that industry
- How you plan to operate the company
- What are your funding reserves
- And much more

Among our responsibilities to the seller and to the buyer are to assure confidentiality and financial and cultural match. Therefore, our first response to inquiries is to ask questions, provide a Confidentiality Agreement to be signed, and a Buyer Information Form to be completed. We'll be glad to respond to any questions you might have.

What We Expect From You
It's simple. Ask questions. Get the information you need. Make your decision. Let's continue the activity with a Letter of Intent or a courteous "No Thanks!".

About Our Advisory Services

Our Goal
We want to make certain that we're able to tell an appealing story about the company we represent for both our sellers and our buyers. Sometimes a company and/or its owner are just not ready to sell (even though they may think they are).

If a business is not properly prepared for a peak sale, on a fee-basis, we're pleased to help the owner get the company prepared so that it has an attracting story to tell.

How We Help In Preparation
A peak sale results from attention to the six drivers of business value and to the packaging and look of the company. Those six drivers include:

1. How well a company is organized
2. The accuracy and timeliness of records
3. The company's systems of efficiency
4. The written directives of the business policies and procedures
5. The company's plan for marketing and retention of customers
6. It's "life's blood" - people

A birthday present is appealing when it's attractively wrapped. So is a business! We work with the owner to assure that both the internal workings and the external appearance and branding of the business attract the attention of qualified buyers.

Let us help you do so!