



FRANCHISE PROSPECTUS

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WELCOME TO CITY BUSINESS BROKERS

The City Business Brokers franchise is a unique Business and lifestyle opportunity. Serving the buyers and sellers of small business within your local area you will have the opportunity to earn a significant income working hours to suit your lifestyle.



Brief Overview



Established in October 2005, City Business Brokers was has its HQ in Birmingham in the West Midlands and is headed up by Managing Director, Kevin Stokes. We specialise in serving the buyers and sellers of small business in the Midlands and throughout the UK.

Our comprehensive services and resources provide professional guidance for business valuations, buyer financing and exit strategy and planning.

Testimonial - F.B. Director: Hardware Store. Cambs

For one whole year, my husband and I had been trying to sell our Business but had had no interest. We were advised to try a Mr Kevin Stokes of City Business Brokers and within one month, he had found us a Buyer. We were pleased with the Selling Price of the Business and also the Selling Agents fees. We are now enjoying our Retirement.”

“We have spent this week with the new buyers and today is the first day of our new life, Caroline and I wanted to thank you for all your help with this sale, the road has not been the easiest and it has been a big learning curve for Caroline and I, but we did get there in the end, we just have a few more grey hairs. We will no doubt be in touch before final closing, but again we wanted to thank you for all your efforts on our behalf.”

Linda and Caroline Clark,
Lily Blue Card and Gift
Shop

FRANCHISE OVERVIEW

The City Business Brokers franchise offers you all the support you will ever need to build a successful business within your chosen territory. You can choose to run the business either on a full or part-time basis to fit in with your lifestyle and family commitments. Which ever package you choose we provide full initial and ongoing training, marketing and a central website so that you can hit the ground running.

Franchise Opportunity

As our business expands and the demand for our service continues to grow we are now looking to expand our existing operations through new strategic franchise partnerships. Using our proven business formula the right person or business will have the potential to build a profitable business in their chosen territory.

Key Franchise Benefits

- Credibility and use of the City Business Brokers brand and proven business formula
- High income potential working full or part-time
- Exclusive territory
- No previous experience required – full training given in all aspects of the business
- Complete start up package including training and sales and marketing deliverables



**CityBusiness**
BROKERS

“City Business Brokers placed my wine bar on their books and sold it within 4 weeks. Brilliant, no nonsense, reliable services, highly recommended. Big thanks to all at CBB.”

Mark Tresler: Plan B Wine Bar (seller)

THE OPPORTUNITY

Established in October 2005 and based in The UK's second City we are well placed to help our clients through the process of either buying or selling their business, anywhere in the UK

We all know these are challenging times, and yet... there are new and thriving businesses opening every day.

Deciding to sell a business is the easy part. How to go about selling it is another project altogether. City Business Brokers have been in the business of selling businesses for many years and our knowledge and experience helps our clients to achieve their goals. Whether our clients are considering selling their business or looking to buy a business, City Business Brokers are there to help and guide them through the business sales process step by step.

Everyone, from City Business Brokers is trained in the specific business brokerage disciplines that produce results. Consultation on a variety of business issues is available as the selling process evolves. Selling a business is an intricate process that requires a very specific expertise as well as the ability to solve problems in a practical yet creative manner.



We do realise, however, that all businesses are unique and that applying a generic approach will not be the most effective method. We always try to tailor our marketing and procedures to accommodate the needs of every business.

Selling Businesses is our Business!



“Very professional and always available”

Matt Jolley: Tanning Studios

“Purchase completed in 6 weeks, very pleased with the process and communication.”

Shaun Beedles: Plan B Wine Bar (buyer)

“Very happy with overall service and commitment in the sale process.”

Mark Alldritt: Kitchen Mart

THE REWARDS

We have listed the potential earning figures we would expect you to achieve in the first three years. These figures reflect only sales of retail businesses. You will also have the opportunity to sell bigger businesses where commissions range from £5,000 to £10,000+. We will provide you with a full breakdown of the figures at your franchise meeting.

	Year 1	Year 2	Year 3
Full Time	£37,327	£67,088	£86,771
Part Time	£30,434	£47,764	£50,739

Shortcut to Success

With a franchise you will be following a proven system that creates growth and profits, which are both uncapped and highly rewarding. Franchising is essentially a business in a box, with training, security and full support from a knowledgeable licensor.

Proven Business

At City Business Brokers we have a proven business formula that will form the basis on which your franchise operates. When you buy a franchise you buy a system. We have already-established systems in place that you will follow, these systems are designed to improve overall productivity and increase sales. We will teach you how to identify your target markets, generate leads using our proven techniques, convert them into paying clients and maximise your profits all from day one.

The Territory

You will be provided with a large territory giving you the opportunity to build a sizable business over the coming years and maximise your full potential. Only you will be able to operate and market within your chosen territory.

* These figures are potential earning figures. No guarantee of actual earnings can be given.



“We found City Business Brokers a diligent and professional organisation who were very keen to market our business to the right people. Their success comes down to the fact that they work hard for an outcome that is satisfactory for both parties. I recommend them if you really want to sell your business.”
J.R. Director: Greenthumb Cornwall

THE PACKAGE

	Full Time	Part Time
Franchise Cost:	£14,995 (+ VAT)	£9,995 (+ VAT)
Ongoing Fees:	Month 5-7 £439 Month 8 – 12 £499 Year 2 £699 per month Year 3 £799 per month	From month 5 £387 per month Year 2 £543 per month Year 3 £620 per month

Your franchise package includes:

- Trading under the City Business Brokers brand name
- A large territory for you to trade in
- Full training on our company, operations and services plus full ongoing support
- Complete start-up package – including stationery and sales literature
- Operations and resource manual
- Central Website
- Stationery package including flyers and business cards

Ongoing training and support

Once you have had your initial training it doesn't stop there. Ongoing bespoke training is available to you if you want more advanced training or just some refresher training to go over anything again.

We feel that our training, support and backup are key features of our franchise offering.

City Business Brokers also provides comprehensive telephone and e-mail support. This ensures you are never left on your own and support is available whenever you need it.

www.citybusinessbrokers.co.uk
www.citybusinessbrokersfranchise.co.uk
0121 452 5133

TRAINING & SUPPORT

Starting a new business always carries a risk – new businesses are vulnerable. The degrees of vulnerability vary depending on knowledge, skill, financial resources and relevant abilities. Many who start up their own business lack some or all of these qualities. Many fail because they cannot learn quickly enough and the money runs out. With a franchise this risk is greatly reduced – because you are buying the experience and expertise of the franchisor.

At City Business Brokers we are committed to providing an excellent service to all our customers. With this in mind our principle from day one has been to achieve exceptionally high standards with a professional approach. This is something we will pass on to every licensee!

Initial training

The training program has been designed to ensure that you run your business efficiently. Your initial training will take place over three days and includes:

- Overview and the market place
- Setting up and running your business
- Sales and marketing
- General administration and reporting

Selling Businesses is our Business!



The key skills we are looking for are:

- Keen to run your own business
- Good with people
- Good computer skills
- Desire to work with a wide range of people
- Good organisational and time management skills
- Sales experience
- Creative thinking
- Knowledge of financial statements and interpretations
- A desire to learn continually
- Strong work ethic
- Highest levels of integrity and character

WHAT DO I DO NEXT?

Who are we looking for to join us at City Business Brokers?

If you are service minded, enjoy dealing with a broad range of people and have good communication skills then you could be just who we are looking for.

You must be keen to develop personally and professionally and be a hard working individual with the drive and determination to succeed.

We want to work with people who believe in excellent service and want to deliver this to their customers.

Taking your Application Further

If having read through the prospectus you believe you have the necessary skills and desire to become a franchisee with City Business Brokers, then you are ready to take your application further.

The next steps are to answer any questions you may have regarding the franchise and then arrange for you to come and meet the team. Please fill in the brief form online at the City Business Brokers franchise website www.citybusinessbrokersfranchise.co.uk alternatively you can call us on 0121 452 5133.

FURTHER ENQUIRY FORM

Name:

Address:

.....

Postcode:Country:.....

Contact Details: *Mobile:*.....

Email:.....

Date of Birth:.....Nationality:.....

Where did you hear about the franchise?.....

Which franchise location are you interested in?.....

Brief Career History:

.....

.....

.....

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Current Occupation:.....

If in business, how long have you been trading?.....

Have you got a criminal record? *If yes please give more details:*.....

.....

Have you ever been bankrupt? *If yes please give more details:*.....

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Do you have sufficient capital to invest in the franchise?.....

Would you require any additional finance?.....

Is this going to be your main source of income?.....

Outside Interests:.....

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