

## *Buying v. Start-up*

*Purchasing an Existing Firm has Benefits*

**For Immediate Release**

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(Chicago, IL) – There are several options for owning your own business – work as an independent contractor...start your own company...or buy an existing firm.

“There certainly are pros and cons for each of those options,” said Ron Johnson of Allen Business Investments of San Ramon, CA and Chairman of the International Business Brokers Association. “But if you do a careful analysis, you’ll learn what many seasoned entrepreneurs have learned - the risk-to-reward ratio is tipped in your favor when you purchase an existing business.”

Johnson says purchasing an ongoing enterprise reduces the risk while creating opportunities for tremendous profit.

The benefits of buying an existing business include:

- **A proven concept** - Buying an established business is less risky – as a buyer you already know the process or concept works.
- **The company’s brand** - The on-going benefits of any marketing or networking the prior owner has done will transfer to you.
- **Existing relationships** - With the purchase of an existing business, you will also be buying an existing customer base and vendor base that took years to build.
- **An immediate focus** - When you buy a business, you can start working immediately and focus on improving and growing the business without delay.
- **People/staff** - One of the most valuable and important assets with the purchase of an existing company is the people. With the right team in place, just about anything is possible and you will have an easier time implementing growth strategies.
- **Cash flow** - Typically, a sale is structured so you can cover the debt service, take a reasonable salary, and have some left over to take the business to the next level.

Johnson adds that finding the right business to purchase can be a daunting task. Assembling a team of experts, including a qualified business intermediary, to assist you in the process will help avoid many headaches.

Qualified business intermediaries can be found through the International Business Brokers Association, the largest non-profit association operating exclusively for the benefit of people and firms engaged in business brokerage and mergers and acquisitions.

*The **International Business Brokers Association** is the largest international, non-profit association for those engaged in business brokerage and mergers and acquisitions. For more information, visit [www.IBBA.org](http://www.IBBA.org).*

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