



IBBA INTERNATIONAL
BUSINESS BROKERS
ASSOCIATION.®

MASTER'S PROGRAM

Advanced Training for
Business Brokerage
Professionals

AN INSTRUCTOR LED, LIVE ONLINE COHORT
LEARNING PROGRAM FOR CERTIFIED BUSINESS
INTERMEDIARIES WHO ARE READY FOR THE
NEXT LEVEL.

Develop Real-World Brokering Skills to Advance Your Success.

Developed and taught by seasoned Business Brokers instructors, the IBBA Master's Program provides experience-based instruction in a flexible and affordable format for busy professionals.

The Master's program design goes beyond the nuts and bolts of brokerage by enhancing knowledge, abilities, and skills to close more deals quicker, and with greater efficiency, creating opportunities to earn more commissions.

Participants will focus on preparedness and the actions that the Business Broker can take to anticipate and mitigate surprises, and to know how to effectively handle them when they do arise.

SCHEDULE

Each cohort of approved applicants meets live online twice per month over the course of 10 months to discuss the topics and resources delivered by your professors. Professors are also available throughout the program for questions and guidance.

The 2024 Masters cohort will meet January – November 2024, on the 2nd and 4th Thursdays from 1:00-3:00pm Eastern. *No sessions in May*

Modifications to this schedule may be made for holidays and special events. Refer to the registration page for specifics.

APPLICATION + PRICING

Participants must be a current Certified Business Intermediary (CBI®) and apply to the program. The fee is \$2,300, due upon notification of your approved application.

SKILLS YOU WILL MASTER



PROSPECTING FOR SELLERS

Professor: Cress V. Diglio



PRE-DUE DILIGENCE FOR SELLERS

Professor: Richard Mowery



ANALYZING AND VALUING BUSINESSES

Professor: Lou Pereira



PACKAGING + MARKETING THE BUSINESS

Professor: James Parker



IDENTIFYING + WORKING WITH QUALIFIED BUYERS

Professor: Jim Afinowich



NEGOTIATING THE DEAL

Professor: Cress V. Diglio



LEGAL ISSUES

Professor: Tawnya Gilreath



DUE DILLIGENCE

Professor: Brenda Sali



ETHICAL ISSUES

Professor: Pino Bacinello



TRANSACTION STRUCTURING, CLOSING + TRANSFER

Professor: Monty Walker

CREDITS

The Master's program satisfies the continuing education credits for your current CBI® renewal period and students will be provided with a certificate of course completion. Students are expected to attend all sessions and complete all assignments in order to receive credit.

The program will also satisfy the educational requirements for the IBBA's forthcoming Master CBI® designation (additional requirements such as experience and transactions may be required).

Applications will be accepted
online starting November 1st.

IBBA MASTER'S PROGRAM DESCRIPTIONS

Please read the following description of courses, expectations, and terms and conditions



PROSPECTING FOR SELLERS

PROFESSOR: CRESS V. DIGLIO

DATES: Thursday, January 11th and Thursday 25th from 1:00-3:00PM ET

All CBIs have already learned the basics on how to prospect for sellers. This session will go a few steps beyond by reviewing the advanced strategies and techniques for selecting industries that fit your skills and identifying businesses that have a high potential for selling, while providing a commission that is worth the extra time and expense for obtaining the engagement.



PRE-DUE DILIGENCE FOR SELLERS

PROFESSOR: RICH MOWERY

DATES: Thursday, February 8th and Thursday, February 22nd from 1:00-3:00PM ET

This session will focus on qualifying the seller by doing "Pre-Due Diligence." It is much better to take the time to learn about the business to uncover the skeletons and gain insight into the motivations and veracity of the seller before taking on the engagement. We would rather learn early on that this business and seller are not what are claimed to be rather than be surprised months later by something that the buyer discovers, killing the deal. We would rather have 2 listings that we know will sell rather than spend a lot of time on 10 listings and close only 20%. Many brokers accept all engagements too quickly. By being more selective, a broker will earn much more per hour. The professor will discuss how to do pre-due diligence and provide real life examples, including how to avoid surprises.



ANALYZING + VALUING BUSINESSES

PROFESSOR: LOUIS PEREIRA

DATES: Thursday, March 14th and Thursday, March 28th from 1:00-3:00PM ET

While the topic of business valuations has been covered in the CBI training, this session will take a deeper dive into the complexities brokers deal with in their daily work – situations that are beyond the basic SDE multiple approach and need "out of the box" thinking. How do you handle more difficult valuations, fluctuating financial, excess inventory, other working capital issues, and COVID impacts? This cohort will take a deep dive into benchmarking, working to uncover the red flags. We'll discuss if seasonal businesses are positive or negative, interpret multiple databases with and without inventory and other issues, and assess the risk of overly aggressive add-backs.



PACKAGING + MARKETING THE BUSINESS

PROFESSOR: JAMES PARKER

DATES: Thursday, April 11th, and Thursday, April 25th from 1:00-3:00PM ET

Packaging a business properly and marketing it to appropriate buyers is key to making the process faster and smoother, resulting in a higher price for the vendor and a more certain closing. Sizzle sells! This session will focus on how to make an excellent listing package to stand out from the crowd, as well as how to approach potential high-probability buyers to maximize the potential for a sale. Course work will include pricing strategy, packaging, and marketing the business to buyers.



IDENTIFYING + WORKING WITH QUALIFIED BUYERS

PROFESSOR: JIM AFINOWICH

DATE: Thursday June 13th and Thursday, June 27th from 1:00-3:00PM ET

If you have a good listing that is priced properly, it should not be a problem to get many buyers to respond to your advertising. The focus of this section is to ensure that the buyers that you spend time with are well vetted and qualified. This course will investigate various tools to use and reveal examples of how buyers can fool brokers, wasting the broker's and seller's time. It's important to learn the true motivations of buyers, so how do we avoid offers without any control of buyers that could lead to wasted time and cause havoc during due diligence? This course will expand on various processes, such as controlled auction and getting the highest and best price with reasonable terms. The cohort will share stories of how manipulative buyers create havoc for a business owner and how to avoid those situations.



NEGOTIATING THE DEAL

PROFESSOR: CRESS DIGLIO

DATES: Thursday, July 11th and Thursday July 25th from 1:00-3:00PM ET

This course will show by example the steps associated with getting to a "meeting of the minds" once a buyer has been selected. The key strategy is to create a sequential set of milestones for the negotiation, such that there will be specific "off ramps" whereby a buyer not acting in good faith would be rejected as early as possible in the process. This strategy would appear to be counterproductive in that its goal is to eliminate buyers rather than continue to negotiate, resulting in a bad deal. Many times, such a strategy results in a discarded buyer returning to the negotiation table with a more reasonable attitude. This course will use examples and case studies to show how to discard difficult buyers in order to move on to the next buyer.



LEGAL ISSUES

PROFESSOR: TAWNIA GILREATH

DATES: Thursday, August 8th and Thursday, August 22nd from 1:00-3:00PM ET

The objective of this course is to show how the various documents, with some modifications, can be used to anticipate and avoid problems and surprises, provide better protection for brokers, and thus ensure more successful closings with appropriate compensation. This course will dive deep into legal documents, including the Listing Agreement, NDA, and various Purchase Offers and Agreements. The focus will be placed on the key elements of the documents that prevent buyers and sellers from taking advantage of each other and of the broker. The course will uncover the traps in these documents that must be avoided and/or modified to be fair to buyer, seller and broker. Examples of good and bad clauses will be analyzed.



DUE DILIGENCE

PROFESSOR: BRENDA SALI

DATES: Thursday, September 12th and Thursday, September 26th from 1:00-3:00PM ET

Due diligence is where the rubber meets the road. The final sale depends on the broker navigating the buyer and the seller successfully through the due diligence process, which can often be long and expensive for both parties. This course will cover strategies, techniques, and tips to ensure the process moves as smoothly as possible. Students can anticipate discussion surrounding best practices in checklists/process, "go dirty early", using milestones, sequential due diligence (doing the easy/cheap things first), employee retention issues (when can the buyer talk to employees), data rooms, and handling buyers who want free consulting before buying.



TRANSACTION STRUCTURING, CLOSING AND TRANSFER

PROFESSOR: MONTY WALKER

DATES: Thursday, October 10th and Thursday, October 24th from 1:00-3:00PM ET

Working towards closing does not just encompass the financial due diligence but includes many other potential roadblocks. We will be discussing ways to navigate the deal structuring and closing process to prevent delays, post-closing problems, and help make sure the deal gets closed. Having the ability to identify as many potential problems early will assist the broker in minimizing the situations if they do occur. Many business intermediaries feel the deal is complete once the transaction is complete and funds have been disbursed. However, the best intermediaries know that for buyers and sellers, there can be many items that need to be done post-closing, and the intermediary is there to help guide them through the final stage of the transaction, which could be a crucial stage. Issues to be discussed may include Importance of Broker and consistent communications, landlord/lease issues, dealing with buyer/seller attorneys, tax ramifications of deal structure, work in process, working capital, inventory, working with SBA lenders, items typically done post-closing and how to handle, and handling post-closing problems as a Broker (legal issues/concerns).



ETHICAL ISSUES

PROFESSOR: PINO BACINELLO

DATES: Thursday, November 7th and Thursday, November 21st from 1:00-3:00PM ET

A professional that is a true Master of their industry performs their craft in a highly ethical manner. To be classified as a Master Business Intermediary, you are expected to perform at an ethical threshold that represents not just you but the entire industry to the best ethical standards. We will examine and discuss day to day activities we do as business intermediaries that we should be very aware of from ethical standpoints. Since we all have different thresholds of what is ethical and not ethical due to our backgrounds, environment, and experiences, it may not always be as clear as one can imagine. The IBBA Code of Ethics will be the backdrop against which this session will be based. The professor will use examples and case studies with significant participation of the students.

WHAT TO EXPECT?

The IBBA Master's Program is designed to be structured as a colloquial rather than a traditional course. Each session will be led by one of IBBA's tenured instructors. There will be a total of 20 2-hour sessions, with each course requiring supplemental work outside of classroom hours.

- Each topic will be 4 hours of instructor lead virtual learning in 2 2-hour courses per month from January to November. These courses will include the following components:
 - Pre-Course work: Each professor will designate materials to review/complete before first day of live instruction. Pre-course work is at the discretion of the professor, and students will have 5-7 days to complete.
 - Discussion Forums: Discussion forums will require active participation from participants.
 - Post-Course work: Each professor will designate an assignment that will reflect the course learning.
- Students should expect interactive discussions with case studies and example sharing. Participation in all activities is mandatory.

For any questions, please email education@ibba.org or call 888-686-4222.