

2025 Annual Conference

DRIVING DEALS THAT SHAPE THE FUTURE

Collaborate. Innovate. Elevate.

Friday, October 10th, 2025

8:30 AM – 5:00 PM

**Lansing Community College
West Campus**



REGISTER NOW

Featured Speakers:

**Jim Parker – The Pre-Market Edge: Turning
Preparation into Profit**

**Andy Cagnetta – High-Impact, No-Fluff
Negotiation Training**

**Trent Lee – AI & Automation for Business
Brokers: Streamlining Operations and Enhancing
Client Experience**



Event Sponsor

2025 MBBA Conference – Driving Deals That Shape the Future

◦ ALL MEMBERS ◦ INVITED GUESTS

LANSING COMMUNITY COLLEGE – West Campus Auditorium

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Featured Speakers

Jim Parker - Boss Group International, Business Intermediary, IBBA 2026 Incoming Chair

In the business of selling businesses, deals are often won or lost before the listing ever goes live. This session dives into the crucial pre-market strategies that top brokers employ to setup a smooth, profitable sale. From the first seller meeting to rigorous pre-listing due diligence and compelling CIM creation, you'll learn how to front-load your efforts for maximum payoff. Armed with these preparation tactics, you can sell more of your listings, slash time on market, reduce surprises, and drive higher selling prices. Attend this session to gain a proven pre-market playbook that will elevate your closing rate and boost client referrals.

Andy Cagnetta - CEO, Transworld Business Advisors

This presentation will provide high-impact, no-fluff negotiation training designed specifically for business brokers. Topics will include the psychology of deal-making from LOI to closing, 21 proven negotiation tactics for business sales, and strategies to control the room, set the tone, and overcome deadlocks. Attendees will also learn “win/win” approaches that protect both commissions and client satisfaction, drawing from the expertise of top negotiation authorities. The session will deliver actionable scripts, calibrated questions, and practical tools to handle retrades, deadlines, emotional sellers, and deals at risk—skills brokers can immediately apply to move more transactions across the finish line.

Trent Lee - First Choice Business Brokers (Las Vegas, NV)

"AI & Automation for Business Brokers: Streamlining Operations and Enhancing Client Experience"

This presentation will focus on practical AI and automation tools that business brokers can implement to improve efficiency and client service. Topics will include automated lead nurturing systems, AI-powered email management, client communication workflows, and technology solutions for prospect qualification and follow-up processes. The session will provide actionable strategies that brokers can immediately apply to scale their operations while maintaining personalized client relationships.

Registration

Registration and payment required – [MBBAConference2025.eventbrite.com](https://mbbaconference2025.eventbrite.com)

Registration must be received by – Thursday, 10/2/25

☐ Members \$40

☐ Non-Member Guests \$55

Event Sponsors & Exhibitors

Sponsorship and Exhibitor opportunities available!
Contact us at info@mbba.org for details.



EXIT FACTOR



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Agenda

Registration Sign-In & Open Networking 8:30 am – 9:30 am

A light breakfast, coffee & tea will be available during this time

Opening Remarks & Sponsor Presentation: Ivanhoe Capital 9:30 am – 9:45 am

Speaker 9:45 am – 11:15 am

Jim Parker

IBBA Brief 11:20 am - 11:45 am

IBBA Affiliate Council Chair

Lunch/Visit Exhibitors 11:45 am – 12:30 pm

Exhibitor Presentations 12:30 pm – 1:35pm

Speaker 1:45 pm – 2:45 pm

Andy Cagnetta

Speaker 3:00 pm – 4:00 pm

Trent Lee

Key Takeaways 4:10 pm – 4:30 pm

Networking/Conclusion 4:30 pm – 5:00 pm

- Connect 1 on 1 with our guest speakers.
- A table will be available for your promotional materials. Bring your teasers to discuss them with brokers who may be interested.

Location

Lansing Community College—West Campus Auditorium

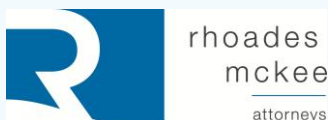
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