The Business Owner's Guide to Choosing a Business Broker

Selecting a business broker is one of the most consequential decisions a seller makes before going to market. The right broker adds real value to a transaction. The wrong one can cost far more than any fee ever would.

Selling a business typically takes nine to fifteen months, sometimes longer. That is a long stretch of time to work closely with someone, so compatibility matters as much as credentials. A broker who charges less is not automatically the better value. The difference between a well prepared, well marketed sale and a rushed one is often worth far more than any fee saved by choosing the cheapest option.

Use the table below to compare experience and expertise across the brokers you are considering, and do not discount your own sense of how well you would work together.

Broker Criteria	Kevin Murray, the Business Seller Center	Broker #2	Broker #3
Certified by national associations?	✓		
Experienced business owner or operator?	✓		
Results based process?	✓		
Broad and national marketing launch?	✓		
Complimentary valuation?	✓		
Do you like the broker? **Can you picture working together for months?**			

About the CBI, Certified Business Intermediary designation

The CBI represents the gold standard in the business brokerage industry. It is granted to individuals who complete required coursework, pass an extensive competency exam, and agree to uphold the IBBA's Professional Standards and Code of Ethics.

About the M&AMI, M&A Source Master Intermediary designation

The M&AMI designation is reserved for intermediaries working on larger business transactions. It reflects a commitment to ongoing education, ethical practice, and demonstrated deal success.

When it comes to selling your business, there are no do-overs.

To schedule a complimentary consultation, contact Kevin Murray:

(203) 410-8150 or kevin@businesssellercenter.com.

Business Seller Center