

# CITY BUSINESS BROKERS

Selling Businesses is our Business!

## FRANCHISE PROSPECTUS

The Lifestyle Friendly Business Opportunity





# WELCOME TO CITY BUSINESS BROKERS

Would you like to run your own successful City Business Brokers Franchise, which:

- Is a part-time opportunity that can lead to full-time if you wish
- That can complement your existing business
- That will fit in around your lifestyle and family commitments
- That allows you to work as few or as many hours as you choose, the choice is yours
- That supports local business

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

Due to our successful growth, we are now looking for highly motivated people to run their own City Business Brokers business from their home or office, working hours that fit with their lifestyle. The business requires minimum time investment, making it a truly lifestyle friendly business option.

We have created a successful business model which will provide our franchisees with all the tools and support they need to run their own successful business. They will benefit from having the franchisor supporting them every step of the way as they grow their business.



# ABOUT CITY BUSINESS BROKERS

**For over 16 years City Business Brokers have been serving the buyers and sellers of small businesses in the Midlands and throughout the UK.**

We are experienced business professionals who understand the personal circumstances surrounding buying and selling a business. We focus our efforts on localised areas to ensure that we can be present in person to provide support to owners and buyers.

Whether our clients are considering selling their business or looking to buy a business, City Business Brokers is there to help. Operating across three sites, Birmingham, Northampton and Oxford, we guide them through the business sales process step by step. Our comprehensive services and resources provide professional guidance for business valuations, buyer financing and exit strategy and planning.

Because of our vast experience in buying and selling businesses we know there is not a "one size fits all" policy. That is why we guarantee a bespoke service as we tailor our marketing and procedures to accommodate the requirements of our clients business. Unlike some business selling agents, we aim to keep them informed and involved in the sale of their business.




[www.citybusinessbrokers.co.uk](http://www.citybusinessbrokers.co.uk) | 0121 232 4686/0777 590 3332



# KEY FRANCHISE BENEFITS

- Credibility and use of the City Business Brokers brand
- Confidence you are working with a proven business formula
- Systems and processes to run the business
- Full training given in all aspects of the business
- Work from home or a small serviced office
- Work hours to suit your lifestyle
- Run the business alongside your current job or business
- Very low overheads – high profitability
- Marketing and advertising all done through Head Office - no cost to you
- Ongoing Franchisor support network
- Stationery and marketing materials

A woman with curly hair is shown in profile, working on a laptop. She is wearing a dark blazer over a light-colored top. The background is a blurred office environment with large windows and greenery.

We honestly believe that the City Business Brokers Franchise is one of the best on the market for providing a low cost, low overhead, high return business!



# THE FRANCHISE PACKAGE

## **Franchise Cost:**

£11,750 + VAT

## **Ongoing fees:**

% of sales. This will be discussed during your initial franchise meeting.

- Rights to use the City Business Brokers brand name
- Large territory
- Full training in all areas of the business from operations and services to customer service
- Ongoing Franchisor support, advice and training throughout
- Processes, systems and templates to run the business
- Central website
- Marketing and advertising campaigns (all paid for by Head Office)
- Regular business updates
- Marketing literature
- Stationery package

# THE EARNING POTENTIAL

Below are the potential **profits** 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.



No guarantee on earning can be given

# WHAT OUR CLIENTS SAY...

"It's fair to say that after meeting Kevin for the first time I instantly felt at ease and under no sales pressure.

I knew that selling my business at this time was right and under Kevin's guidance we could meet a successful completion that would be beneficial for all parties."

**Paul Tomalin - Malt Bar, Lichfield**

"Many, many thanks for the way you dealt with the sale of our company from start to completion. You never seem to get stressed at all and just carry the procedure through to the end with compassion and understanding, when from our end we were concerned that we were honest and truthful to any prospective buyer and you made certain we carried it all through with composure. For that we thank you very much.

**Tim Arthurs and Jessica David - Bridal, Stourbridge**

"Very pleased with the professional service offered by Kevin, it is now the second business he has sold for me. He charges no up front fees and only gets Pais on results, and he gets results!"

**Mike Chatwin - Jonathans Jewellers, Cannock**

"Selling a business is all about communication and teamwork and that's what you get with City Business Brokers... Highly recommended!"

**Chris Jepson, Director. Direct2Print**



# THE OPPORTUNITY

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. 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.

Our strong brand will ensure you get as many clients as possible. We have a proven business formula which will form the basis on which your Franchise will operate and our already-established systems are designed to improve overall productivity and increase sales.

With clear target markets our business model is backed up by successful sales and marketing strategies. 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.

You will become part of a recognised brand. Your position with potential customers will instantly be enhanced, as they will be dealing with an established and reputable company.

You will have an exclusive territory giving you the opportunity to build a sizeable business over the coming years without being restricted by a small territory thus limiting your potential.







**CITY BUSINESS  
BROKERS**

# THE NEXT STEPS

If you are looking for a business to fit in with your lifestyle then look no 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](http://www.citybusinessbrokersfranchise.co.uk)** alternatively you can call Kevin Stokes on **0121 232 4686/0777 590 3332**.

## **Head Office:**

Grosvenor House  
11 St Pauls Square  
Birmingham B3 1RB

## **Northampton Office:**

400 Pavilion Drive  
Northampton Business Park  
Northampton, NN4 7PA

## **Oxford Office:**

Belsyre Court, 1st Floor  
57 Woodstock Road  
Oxford, OX2 6HJ

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