



SYLLABUS: CERTIFIED BUSINESS BROKER (CBB)

Program Director: Richard C. Wilson | **Time:** Self-Paced Program

Location: 100% Online | **Email:** Clients@FamilyOffices.com

Gain an unfair edge in business brokerage with a certification taught by industry insiders—packed with real-world financial analysis, valuation techniques, and the deal-making skills top brokers actually use.

LEARNING PLATFORM INCLUDES:

- 22 Video Modules & 5 Expert Audio Interviews (Streamed via the FOC Portal and Mobile App)
- Every program includes 2 years of virtual access to 30 investor club events, and 30+ AI tools, and every program features \$1B+ investment firms founders, family offices, investors, etc. as instructors, not tenured professors stressing economic theories or memorization of terms.

LEARNING OBJECTIVES OF THE CBB:

- How to quickly estimate the value of a business
- How to apply more extensive analysis to reach a valuation range that will stand up to scrutiny from sellers, buyers, bankers and CPA's
- How to handle common objections from sellers and buyers?
- How to prepare a listing agreement for selling a business?
- How to prepare a confidential profile of a business for sale?
- How to differentiate yourself from real estate agents
- How to explain the true, quantifiable differences between big and small business?
- How to understand how buyers and sellers think. What their motivations and fears are, and how to help them as a professional intermediary
- How to communicate with others using industry specific terminology, not just jargon but with knowledge
- How to position yourself as a knowledgeable and capable business broker with employers, and clients.
- How to respond to common questions and objections of buyers and sellers
- How to create an authority position for your firm in the industry, which will bring continuous new clients and co-brokering opportunities

PROGRAM REQUIREMENTS:

Self-Management: The Certified Private Equity Professional (CPEP) is a self-study certification program. We greatly want to see you succeed, but your success depends on and directly corresponds to the amount of time and effort you put into learning the material, read the required readings and ask questions as they arise.

MASTER'S CERTIFICATE PROGRAMS: Become certified in one, two or complete any four to earn your Master's Certificate in Investments. To learn more about these Certification Programs and how to earn one, please see our website: <http://FamilyOffices.com/Certifications>



REQUIRED TEXTS: These books are available online and in most bookstores.

1. *Buying a Business to Secure Your Financial Freedom: Finding and Evaluating the Business That's Right for You* by Ed Pendarvis ISBN#978-0071450867
2. *Unlocking the Value of Your Business: How to Increase It, Measure It, and Negotiate an Actual Sale Price - Easy Step-by-Step Terms* by Tom Horn ISBN#978-087521016
3. *Business Valuation Bluebook: How Successful Entrepreneurs Price, Buy, Sell and Trade Businesses* by Chad Simmons ISBN# 978-1889150550

