

Differences Between a “Listing” Business Broker & a “Selling” Business Broker

Listing Business Broker

- Will list any and all businesses
- Will value and market business at any price
- Will short-cut research on the business category and/or fail to consider pricing guide-books
- Will not convey unique value propositions
- Will develop basic marketing materials
- Will not pre-qualify the business with banks
- Will place business listing on the public buy/sell websites and wait for the phone to ring
- Due to higher listing volume, broker response time to seller and prospects is slower
- Slower selling times because the “market prices the business” and will not over-pay
- Broker closing rates are under 20%

Selling Business Broker

- Will only list “sale-ready” businesses
- Will price business at a fair market value
- Will do significant up-front market research and develop sound pricing rationale based on comps
- Will uncover the key value drivers of the offering
- Will develop professional marketing materials
- Will secure an attractive bank financing package
- Will work with seller to develop a marketing plan that places the business in front of target buyers
- Broker is readily available, accessible, and responsive to both seller and prospect inquiries
- Faster selling times because the business is priced on the market (win-win value)
- Broker closing rates are above 80%



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A “Selling” Business Broker

