



# Vested Business Brokers

CEO - Nathan Goldstein

phone: 1-877-735-5224 [www.vestedbb.com](http://www.vestedbb.com)

## Success Magazine: Why did you start Vested Business Brokers?

Nathan Goldstein: While working on Wall Street, I found an industry that I felt was not being serviced correctly. I saw an opportunity and I acted on it.

## SM: What is your background in the finance industry?

NG: I started as a stock broker in 1990 and became a top producing broker and managing director at the firm. In 1997, I was recruited by a publically traded investment bank to become managing director of investment banking.

## SM: What should a business owner do to prepare their business for sale?

NG: One of the first steps is to make sure all their financial documents are up-to-date and organized, including day books and cash register receipts. They should also prepare equipment and asset lists, obtain a copy of their lease, and provide copies of the last three years' tax returns. It is important to remember that "first impression" is key, and that simple aesthetics, such as a new coat of paint or a new carpet, can make a world of difference and help the buyer feel more comfortable about purchasing the business.

SM: If a company is going through a rough time, such as this recession, how can the business owner generate the best price for his business?

NG: In these difficult times it is important for a small business owner to effectively manage his resources. This includes balancing customer service and advertising against cost. From my experience, the small business owner's largest expense walks in on two feet and works nine to five. It is important for a business owner to regulate his payroll based on the financial situation and the organizational objectives of his business. The second objective is to maximize the efficiency of the company's marketing efforts. Advertising can be costly, however, companies don't go out of business because they run out of money—they go out of business because they run out of customers! Finding a balance is difficult and there is no standard answer to efficiently allocating resources. The simplest way to think about

indicated that they would be interested in buying that type of business. We facilitate the process. A business owner can waste a lot of time and resources trying to sell a business. We make the process as quick and as efficient as possible.

## SM: Why would a business owner choose Vested Business Brokers as their agent?

NG: We have helped over 750 business owners sell their business successfully. The reason we are so successful is two-fold. First, we only get paid when we bring a buyer to the table and the deal closes. Second, we have pioneered specialized complimentary tools and marketing services that every seller automatically receives if they choose us to be their business broker. This means that working with Vested is a no risk proposition with free benefits that we extend to our clients whether we end up helping them sell their business or not.

**“A business owner can waste a lot of time and resources trying to sell a business. We make the process as quick and as efficient as possible.”**

Our no risk seller proposition combined with our extensive reach to tens and tens of thousands of interested buyers makes working with Vested unbeatable!

## SM: When is the best time to sell a business?

NG: I like to tell people there is never a bad time to sell a business. If cash flow is the issue,

it is to look at your company's situation and know when to "tighten your belt strap."

## SM: Why does a business owner need a business broker to sell his business?

NG: From beginning to end, the merger or acquisition of a business is very complex and most people have very little experience with the process. A business brokerage, such as Vested, gives its brokers marketing resources to advertise to a specific segment of society that would be interested in the business being sold. For example, our firm creates custom ad campaigns for each individual business and sends them to people who have

they can sell their business while profits are up. This would enable the owner to cash out of their business and receive a big pay day. If the business is struggling, selling it could be a means to alleviate a situation that is no longer viable for the owner or their family. Some people might view this as someone trying to "dump" their bad debt on someone else. I would disagree. I say that one man's garbage is another man's treasure chest! I have seen hundreds of businesses that new owners turn around and make very profitable after they have been sold. Retirement, family, and health are also big reasons to sell a business. It really depends on the personal situation of the owner and what is good for them and their family.

**SM: Many companies demand a large fee to sell their business, is that normal?**

NG: Most business brokerage firms charge a flat fee to business owners to cover the firm's marketing and administrative costs in selling their business. Once the buyer and seller have been brought together and a deal has been made, most business brokerages charge a standard percentage of the sale as their commission. At Vested, we believe in only getting paid for our performance. We absorb all marketing and administrative costs, and we only are paid if we bring a ready, willing, and able buyer to the seller. So, it really depends on the business brokerage you work with and the way they handle their business.

**SM: How does one prepare a business valuation for selling their business?**

NG: When preparing a business valuation, a seller should be prepared to give, at minimum, the last three years' tax returns to the broker. It is also quite helpful to the broker (and helps speed up the due diligence) if the seller can provide any other relevant financial information they may have. Examples of such information could include current PNLs and day books of sales.

**SM: How has Vested Business Brokers been effected by the poor economy?**

NG: Our business is very unique. There is never a shortage of what we sell and supply stays relatively constant. This economy has caused demand to go through the roof. Big time executives and financial service employees are becoming unemployed at an

unprecedented rate. For the most part, these people have been laid off as a consequence of decisions they did not make, and situations they had no control over. This has caused them to want to control their own destiny and to want their own slice of the American dream. This has caused an increase in registered buyers in our system. In addition, rising inflation has caused foreigners to flood our system to invest in the United States, taking advantage of the economic environment. With the influx of new buyers, our business has been booming in this economic climate!

**SM: What does success mean to you?**

NG: I am a business man and an entrepreneur. I started my first business when I was twenty years old, selling jackets at a flea market on Long Island. That business blossomed into a national screen-printing operation in only a few years. On Wall Street, I started as a stock broker and worked my way up to the front office. Now I have Vested and it's growing like crazy!

I love starting something and making it profitable, however, this does not make someone successful. Anyone can make money in the right situation, but it takes a real man to be a good father, a good husband, and a good member of society. I have a lovely wife, whom I have been married to for twenty-one years, and she is my biggest fan and my best friend in the world. We would do anything for each other. I have three amazing children. Philip is twenty and is a sophomore at Cornell University's School of Industrial and Labor Relations. Marie is a senior in high school and is captain of

her cheerleading team, president of the peer mediation club, and soon to be an English major at one of the top twenty schools in the country. Tiffany is thirteen and is in 8th grade. She does very well in school and loves being a cheerleader. In the community, my wife and I donate a lot of our time to the local school district and work hard to better equip the next generation. It is things like this that make a man successful, and in my life I have been blessed to achieve such success.

**SM: What expansions have you planned for Vested Business Brokers?**

NG: We have big plans for Vested in the near future. Our short-term goals are to increase our sales and our market share in the regions where we currently operate. Our long-term goals are to continue to expand. We are currently in fourteen states and we have recently trained brokers in five additional states. Our ultimate goal is to be a company that operates coast to coast, and we have even been approached with the opportunity to enter some international markets. If everything goes as planned, I will do another interview with you guys on the floor of the NYSE, on the day of our IPO.

**SM: What is the best advice you can give a business owner looking to sell their business in this economy?**

NG: I would say always keep good books, always stay honest, always be ethical, run your business like you were keeping it, and then call Vested Business Brokers. Go to [www.vestedbb.com](http://www.vestedbb.com) or call (631)265-7300. If you want out of your business we will get you liquidity.

## How to Sell Your Business Seminar With Vested Business Brokers



Where: **Queensbury Hotel**  
88 Ridge St  
Glens Falls, NY 12180



When: **February 25, 2010**  
10-3 pm

**Reservations are Required**  
call: 761-7150

Who should come:  
**Business Owners looking to sell or retire,**  
**Buyers and Brokers**