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# *The CBI designation: Our badge of expertise; your shield of assurance.*

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## **What is a CBI?**

Certified Business Intermediary, or CBI, is the designation awarded by the International Business Brokers Association (IBBA) to members who have satisfied the educational requirements and conform to the ethical standards of IBBA.

## **Why should you use a CBI?**

Buying or selling a business is one of the most crucial financial transactions of your life. As a business owner, you probably have or will have a good portion of your assets in your business or professional practice.

When the time comes to buy or sell a business, you need the best representation possible. In what can be a confusing and sometimes difficult process, it pays to leave as little to chance as you can. With the help of a professional, you can navigate unknown territory with ease. A CBI can help you optimize your transaction by identifying better prospects, clarifying investment potential, and helping you select the professionals, lawyers and accountants who will provide the necessary counsel to assure a successful transition of ownership.

A CBI is an experienced, proven professional whose claim of competence is supported and documented. A CBI has the proven skills necessary to handle the marketing, negotiations and complex details involved in the purchase or sale of your business.

## **How can a CBI help?**

Every CBI has undergone a specialized course of detailed training, aimed at making the process of buying or selling a business as smooth and worry-free as possible.

A CBI brings special qualifications to your needs:

- Membership in IBBA, an international association serving the business brokerage industry. Every CBI is part of a network of professionals.
- Successful completion of the courses leading to the Certified Business Intermediary designation—one of the most successful intermediary educational programs in the country. Every CBI is a professional equipped with special expertise as a result of advanced study in listing, selling, investment, taxes, valuation and more.
- A history of demonstrated sales performance through the documented execution of business sales transactions.

## **What special qualifications does a CBI bring to my transaction?**

A CBI has these distinctive credentials:

- A higher level of education and training.
- Professional affiliation with hundreds of other intermediaries on the local and national levels.
- The most current industry information with respect to taxes, investment, legislation and other areas of critical importance.
- Local market knowledge—special expertise unique to your area.

## **What are the CBI requirements?**

- *Knowledge*—A high degree of knowledge through the completion of prescribed courses and the passing of an examination in each.
- *Examination*—The completion of a comprehensive examination.
- *Experience*—Competence in the application of knowledge gained through practical experience. A CBI must have a combined minimum of three years experience and education in business brokerage.
- *Education*
  - A CBI must complete a minimum of 60 class hours of business brokerage courses.
  - A CBI must demonstrate an ongoing commitment to professional development through continuing education and periodic recertification.
- *Ethics*—A thorough knowledge of and loyalty to the association's Code of Ethics.

This means when you work with a CBI, you're working with someone who is very knowledgeable, experienced and committed.

**Look for the CBI when considering your next transaction. Get the job done right with the help of a Certified Business Intermediary.**