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The following is a list of questions that should be asked before choosing an intermediary;

Does the intermediary have any educational background or professional development in business transactions or business brokerage?

What is the Intermediary's personal professional background and business experience?

Is the intermediary a strategic thinker? Do they also have persistence and will they put in the necessary effort to learn about your business and develop a marketing plan?

Is the Intermediary a team player? Can they also lead a team?

How many listings do they offer? Do they actively manage listings or do they just wait for listings to happen?

What does the Intermediary offer as negotiation skills or in conflict resolution management?

How is their communication style? Can they "speak" your industry?

Does the intermediary offer any ethics standards on their personal profile?

Is the intermediary a member of any credible business broker association with available resources and support, e.g., IBBA, M&A Source, CVBBA or others?

Is the intermediary educated in providing you with a real opinion of market value, supported with data and comparisons? Are they honest with you about the value or simply going along to get it listed?

Do they understand your business, and know the ins and outs of the markets you are in. Can they develop a strategic marketing plan for your industry?

What process do they offer, from the initial meeting to the closing?

Does the intermediary's personal style make you feel comfortable?
