



SYLLABUS: CERTIFIED BUSINESS BROKER (CBB) - CRN 40229

Program Coordinator: Jeff Moodley
Exam Dates: 1/10, 4/10, 7/10, 10/10
Email: CBB@BusinessTraining.com

Time: Self-Paced Program
Location: 100% Online
Twitter: @BusTraining

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 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 Business Broker (CBB) 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 effort and time you put into learning the material.

Strategic Project completion: The strategic project for the CBB course is laid out in the study guide. This project is worth 50% of the CBB grade and must be received completed before you can schedule your examination date.

Time-Management: Being that the CBB is a self-study program, it is your responsibility to make time to read the required texts, to ask questions as they arise, and to keep in mind your examination date.

Examination: Examinations are offered annually on January 10th, April 10th, July 10th, and October 10th. After registering for the CBB, you can schedule your examination date by submitting your completed strategic project (aforementioned) and your preferred exam date.

Please note that your exam date request must be received at least 3 weeks before the exam date. For example, if you would like to sit for the January 10th exam, we need to receive your request and completed project no later than December 20th. You can send your completed project and date request to the email address above.

PREREQUISITES: We require one year of work experience before candidates are accepted into the CBB program.

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#978-0875210162
3. *Business Valuation Bluebook: How Successful Entrepreneurs Price, Buy, Sell and Trade Businesses* by Chad Simmons ISBN# 978-1889150550

REQUIRED TOOLS: Internet access and an Internet browser with which to take the online exam and to view the program videos. Internet Explorer and Firefox work best, though most browsers should suffice.

CBB GRADE BREAKDOWN:

Strategic Project: (100 pts) – Instructions provided in the CBB Study Guide.

Exam: (100 pts)

- 80 multiple choice/true-false questions (80%)
- 2 short-essay questions worth (20%)

For more information and to register for this self-paced business broker training and certification program, please visit our website at:

<http://businesstraining.com/Business-Broker-Certification.html>