

What is the CBI?

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

Why should you use a broker with the CBI designation?

Buying or selling a business is one of the most crucial financial transactions of your life. As a business owner, you deserve the most experienced professional representation available when the time comes to buy or sell a business.

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 confidence. A CBI can help you optimize your transaction by identifying better prospects, clarifying investment potential, and creating a team approach by referring you to lawyers, accountants and other professional advisors who will provide the necessary counsel to assure a successful transition of ownership.

**Knowledge.
Experience.
Results.**

How can brokers with 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 meet your needs:

- ◇ The support of a network of IBBA professionals.
- ◇ Successful completion of the courses leading to the Certified Business Intermediary designation - one of the most successful intermediary educational programs in the world. Every CBI is a professional with special expertise as a result of advanced study in listing, selling, investment, valuation and more.
- ◇ CBIs have continual access to current industry best practices to ensure they know the best, most powerful ways to sell your business in today's ever-changing marketplace.
- ◇ A CBI is an experienced professional who has invested in formal education to gain the skills necessary to handle the marketing, negotiations and complex details involved in the purchase or sale of your business. When you work with a CBI, you're working with someone who is ethical, knowledgeable, experienced and committed to you.

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, national and global levels.
- ◇ Access to the most current industry information with respect to investment, legislation and other areas of critical importance.
- ◇ Local market knowledge.

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.
- ◇ **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 68 class hours of business brokerage courses and 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.

“Private business owners rely on business brokers with the Certified Business Intermediary designation because

***the CBI is a well-respected,
focused client advocate***

that has and continues to improve his/her education, industry knowledge and **ethical values** in alliance with the proven IBBA standards of professionalism. The CBI has the **experience** to objectively guide his/her client through the intricacies of the entire marketing and negotiation processes **resulting in successful transactions and satisfied clients.**”

- George E. Chamblee III, CBI, M&AMI



Knowledge. Experience. Results.



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