



Eight Tips for 2010

1. **Set Goals.** These goals should be specific and in writing. How many businesses you will list? How many businesses you will sell?
2. **Clear out the Clutter.** Review all of your current business listings. Assign a likelihood of selling to each - 0% to 100%. For all listing with less an a 75% chance of selling; determine what would need to be changed in order for the business to have a 75% or better chance of selling, i.e. decrease price, better terms, owner financing, etc. Meet with each of these business owners and get the listing changed to reflect what's necessary to get the business sold. Or, professionally, cancel the listing agreement with the seller.
3. **Establish Listing Criteria.** Make a list of criteria that all potential listings must meet in order for you to take the listing, i.e. price within **X%** of what you've determined market value to be, percent owner financing, minimum listing term, minimum commission, etc. Take only the listings that meet the set criteria. Unsalable listings do not make for happy owners or business brokers.
4. **Organize your office.** Clean off the top of your desk, review and delete old emails, file it or throw it out.
5. **Professional Development.** Make plans to acquire new skills or knowledge that will improve your value to your clients. Read books on business operations, finance, and management; attend courses at conferences and online; learn some new computer skills.
6. **Systems.** Create a system for all of your routine activities; handling potential buyer inquiries, listing activities, compiling Certified Business Reviews, marketing activities. Having systems saves time and lessens stress.
7. **Review your goals.** At the start of each week, review your goals and determine the actions you need to complete that week to move you closer to your goals.
8. **Delegate.** Don't try to do it all yourself. Hire an assistant if only part time or ask a spouse or child to help with mailings, database maintenance, industry research, etc.