



FACT SHEET

Location

Chicago, Illinois

Website

www.chicagolandsunbelt.com

Overview

Chicagoland Sunbelt is the Chicago-area office of Sunbelt, the world's largest network of business brokers. Chicagoland Sunbelt specializes in the confidential sale of privately held businesses of all sizes with a team of professionals experienced in helping people buy and sell businesses. Many of Sunbelt's advisors are former business owners and have firsthand experience in the procedures of successful business sales.

Chicagoland Sunbelt helps business sellers maximize the value of their business by identifying hidden business values, building a marketing strategy and discreetly contacting qualified buyers. Sunbelt matches business sellers with the right buyers through comprehensive buyer consultations, and then manages the process to ensure all parties understand the transaction and successfully complete the sale.

Key Features

Chicagoland Sunbelt's key features and offerings include:

- **Ongoing guidance** to buyers and sellers during a deal that makes price negotiation, due diligence and financing a smoother and easier process.
- A **personal consultation** to individuals interested in buying and selling a business. The consultation assesses a seller's needs and goals, a buyer's unique aspirations, and determines best-fit business opportunities based on skills, lifestyle, experience and financial requirements.
- **Expertise selling businesses in a variety of industries**, including manufacturing, business services, distribution, food and beverage, retail, franchises and personal services.
- A process that maintains **confidentiality** for both buyers and sellers.
- An experienced **mergers and acquisitions department** that handles deals with over \$5 million in revenues.
- A **franchise program** that helps buyers locate the highest quality businesses that can be bank financed and offer ongoing marketing, training and support.
- The ability to **make financing easier** for business buyers through relationships with local and national lending institutions.
- **Pay-for-performance**, which further ensures that buyers and sellers have committed brokers.
- **Peer-to-Peer advisory group** to help individuals grow their networking and business endeavors.





FREQUENTLY ASKED QUESTIONS

A Guide for the Media

1. What does Chicagoland Sunbelt do?
2. How big is Chicagoland Sunbelt?
3. Do you have an area of geographic focus?
4. Does Chicagoland Sunbelt represent business buyers, business sellers, or both?
5. How do you promote a business that is for sale once you have a business-for-sale listing?
6. Many of the business-for-sale listings on your site do not name the selling company. Why is that?
7. At what point do you let a buyer know the name of the selling business?
8. How do you decide what price to sell a client's business for?
9. How long does it take to sell a business?
10. Can business owners sell their businesses without a business broker?
11. Are there certain industries that you specialize in?
12. How much do you charge a seller for selling their business?
13. Do you arrange the financing for a business sale?
14. Is Chicagoland Sunbelt part of a larger business brokerage network?

1. What does Chicagoland Sunbelt do?

We are business brokers. We specialize in the sale of privately-held businesses of all sizes across a wide variety of industries. Our team of fully-trained and experienced professionals has helped hundreds of people to buy and sell businesses.

2. How big is Chicagoland Sunbelt?

We are one of the largest business brokers in the country. We have 15 full-time business brokers. At any given time, we have approximately 120 business-for-sale listings.

3. Do you have an area of geographic focus?

Yes. We are primarily focused on businesses in the Chicago area. However, we do represent sellers and buyers from other areas based on the strategic fit with our firm.

4. Does Chicagoland Sunbelt represent business buyers, business sellers, or both?

We work with both buyers and sellers. However, our client is primarily the business seller. In this case, we receive no compensation from buyers. We still provide excellent service to buyers because they are very important to our business. While during most of our transactions we represent the seller, on occasion we have buyers who will retain us to conduct a target search. In this case, the buyer will pay our fee because we represent them in a transaction.

5. How do you promote a business once it is listed for sale with your firm?

There is passive marketing and proactive marketing. For all listings we use our passive marketing channels, which are very broad and well developed given our nine years of business experience in this market. For larger deals, however, we will conduct a proactive marketing campaign. The primary marketing vehicles are, as follows:

Internet: We use a combination of our own websites and intermediary websites.

Buyer database: We have a buyer database of more than 13,000 contacts that we leverage for all deals.

Proactive outreach: We will confidentially promote our listings to Strategic Buyers and Private Equity Groups (we have a database of 1,300 across the country).





We don't present every business to every potential buyer. We are very selective, as there has to be a match that makes sense. We proactively work to create relationships with buyers who would be interested, even if they are not already in our buyer database. We reach out to buyers by phone, fax, direct mail and email. Finally, we actively promote the business through various online listing services, including our own websites.

6. All of the business-for-sale listings on your site do not name the selling company. Why is that?

Confidentiality is extremely important to business owners who are selling. If it becomes widely known that they are selling the business, it can have a negative impact on current employees, clientele, and even business partners, all of whom may believe their relationship with the business is at stake. Retaining these key individuals can ultimately make or break the closing of a deal. As such, we are very careful to keep a seller's information completely confidential.

7. At what point do you let a buyer know the name of the selling business?

We screen all buyers to make sure they are serious buyers. It is important that we get to know the buyer, their needs, goals, and financial resources, so we can match them to the right business. Our sellers know we're committed to screening all potential buyers, which allows them to avoid meeting those who are unqualified. Once we have thoroughly screened a buyer, we then provide additional information on the selling company, including the name of the firm. All buyers, however, must sign a confidentiality agreement before they get to this stage.

8. How do you decide what price to sell a client's business for?

The asking price for a business is determined by the selling owner. They can list a business for sale at whatever price they like. We provide input based on years of experience and marketplace knowledge, but ultimately, it is the seller's decision.

9. How long does it take to sell a business?

Some businesses sell faster than other businesses, so it's hard to gauge. It depends on your vertical market, the current demand for that type of business, the condition of your business's finances and assets, among other factors. Typically, it will take us six to nine months to sell a business.

10. Can business owners sell their businesses without a business broker?

Absolutely. However, selling a business is a complex undertaking that business owners do very infrequently, often just once in a lifetime. Using a business broker will help maximize the valuation of a sold business and minimize the time it takes to sell. We have worked with many business sellers who first tried to sell a business on their own and then realized the level of difficulty and time required.

11. Are there certain industries that you specialize in?

We work with all types of sellers. Our deepest experience is in helping sellers in the following industries: Manufacturing, Business Services, Distribution, Wholesale, Food and Beverage, Franchises, Personal Services and Retail.

12. How much do you charge a seller for selling their business?

We have a standard agreement that is pretty typical in the business brokerage industry. Our work is performance-based, which means there are no upfront fees and we only get paid if we sell your business.

13. Do you arrange the financing for a business sale?

We are very hands-on with the sale process once it is underway. We help buyers and sellers access capital from various financial institutions. Through a strategic partnership, we also offer access to a dedicated pool of capital that helps buyers and sellers more easily obtain financing to expedite the business-for-sale transaction.

14. Is Chicagoland Sunbelt part of a larger business brokerage network?

Yes. We are part of the Sunbelt Network, a national chain of business brokerage firms. We are also part of Sunbelt Midwest, which has four offices in Illinois, Wisconsin and Minnesota, and more than 50 brokers and 300+ business listings.





CORPORATE BIO



Domenic Rinaldi, CBI
President & Managing Partner

Domenic Rinaldi is president and managing partner of Chicagoland Sunbelt. Domenic holds the professional designation of Certified Business Intermediary (CBI) from the International Business Brokers Association and is considered an expert in the business brokerage field. He is a seasoned executive who brings more than 24 years of proven experience in merger/acquisition, sales, service, marketing and operations to the business brokerage arena.

Domenic's career began at Sprint Corp, where he spent 13 years in sales and operations. As VP of their Hospitality Division he led a national organization to \$250 million in annual revenue. His experience as Chief Operating Officer of an e-commerce travel company offered the opportunity to grow a Silicon Valley startup into an international solutions provider. Additionally, Domenic's small business experience running a New York City technology company gave him first-hand knowledge of the challenges facing business owners. It was at this privately held company he learned the business of raising venture capital and driving a small company to profitability, which ultimately resulted in an acquisition.

Domenic is recognized by colleagues and associates as a leader with determination and integrity. He has helped countless business owners develop, execute and maximize their exit strategies. Personally, he has served on the boards of several non-profit organizations and, along with his wife Elise, started a citywide program serving under-privileged school children.

The Chicagoland Sunbelt Team

Kathy Beimfohr - Business Broker
Distribution, Retail, Manufacturing,

Jim Cohen, CBI - Business Broker
Manufacturing, Business Services, Construction, Distribution

Scott Evert, CBI – Business Broker
Business Services

Mark Huntzinger - Business Broker
Technology, Manufacturing, Business Services

Kathleen Kelly - Business Broker
Retail

Don Knight - Business Broker
Distribution, Manufacturing, Retail, Vending

Richard Kushner - Business Broker
Freight, Storage, Warehousing

John Meyers - Business Broker
Printing, Marketing, Advertising

Todd Pounds - Business Broker
Construction, Recreational, Wholesale Distribution, Specialty retail

Donn Raabe - Business Broker
Retail, Consumer Electronics

Jim Richards - Business Broker
Industrial, Due Diligence Expert

Charles Strom - Business Broker
Insurance, Distribution

Ted Thomas - Business Broker
Business Services, Distribution, Financial Services

Charles E. Timson - Business Broker
Insurance, Distribution, Business Services

Art Whitman – Managing Partner,
Franchising Consultant
Finance, Consulting

