



Buy A Business



Sell A Business



Business Search

LISITEN ASSOCIATES BUSINESS BROKERS

Has been in Business since 1982.

MEL LISITEN is a MERGERS AND ACQUISITION SPECIALIST

and has been a PROFESSIONAL BUSINESS CONSULTANT for over 30 years.

LISITEN ASSOCIATES is named:

"BUSINESS BROKER OF THE YEAR"
by ACQ MAGAZINE

LISITEN ASSOCIATES BUSINESS BROKERS

is named

"TOP BOUTIQUE BUSINESS BROKER OF THE YEAR"
2013 -USA

BY ACQUISITION INTERNATIONAL MAGAZINE.

LISITEN ASSOCIATES BUSINESS BROKERS has WON the AWARD

"THE TOP BUSINESS 2013 "

by "DIVERSITYBUSINESS.COM" an organization sponsored by AT&T, COCA-COLA, WALMART, DELL, RAYTHEON, CISCO, VERIZON, TOYOTA, AMAZON, TIME-WARNER, HILTON, PEPSI, USPS, WALT DISNEY COS., PITNEY-BOWES AND OTHERS.

LISITEN ASSOCIATES is the **AWARD WINNING BUSINESS BROKERAGE** FIVE YEARS IN A ROW of the TOP AWARDS FOR BUSINESS BROKERS in the TRI-STATE AREA OF NEW YORK, NEW JERSEY and CONNECTICUT.

WE ARE NOW ALSO SERVICING THE STATE OF FLORIDA.

LISITEN ASSOCIATES HAS WON THE COVETED " 2008, 2009, 2010, 2011 and 2012 "BEST BUSINESS BROKERS AWARD". No other company has ever won this award FIVE YEARS IN A ROW.

These awards were given by The U.S. Local Business Association (USLBA).

LISITEN ASSOCIATES Specializes in **CONFIDENTIALLY** Representing Family or Privately Owned BUSINESSES and CORPORATIONS to Buyers from all over the World.

Our **CORPORATE MERGERS AND ACQUISITIONS DIVISION** represents SELLERS OF MEDIUM SIZED BUSINESSES and CORPORATIONS from all over the USA.

Our **MAIN STREET DIVISION** represents SELLERS OF SMALL BUSINESSES in the TRI-STATE AREA of NEW YORK, NEW JERSEY, CONNECTICUT and the State of FLORIDA.

Our **LICENSING DIVISION** represents LICENSORS and helps them LICENSE their PRODUCTS or SERVICES WORLDWIDE.

Our **FRANCHISING DIVISION** represents FRANCHISORS to all of North America .

We also help FRANCHISEES who wish to RE-Sell their FRANCHISES.

We can HELP you to FRANCHISE OR LICENSE YOUR BUSINESS, COMPANY or CONCEPT WORLDWIDE.



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Investing In Small Businesses, Just Got Easier

According to Business Week, the U.S. House passed two measures aimed at removing barriers to investments in closely held firms. "What we'r...

US (NEW YORK)

**★ BUSINESS BROKER OF THE YEAR -
LISITEN ASSOCIATES BUSINESS BROKERS**

"EXPERIENCE THE DIFFERENCE" is the Motto of LISITEN ASSOCIATES BUSINESS BROKERS. and quite a difference they have made in their field of endeavor.

In business for 32 years and still experiencing unprecedented growth, the Company's Business is Exploding all over the World.

Led by MEL LISITEN, this 22 person Organization has Excelled in every endeavor.

Their focus is Confidentially representing Family or Privately held Businesses and Corporations for Sale, Not only in the Tri-State area of New York, New Jersey and Connecticut where they began, but on a Global Basis.

Today, they also have offices in Florida, California and China as well as a Global presence on the World Wide Web.

To adapt to current World economic conditions, LISITEN ASSOCIATES has added additional marketing emphasis on the Internet Globally and has Joined Various International Professional Organizations.



Mel Lisiten
President

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The firm is currently a member of 37 International Websites and Organizations and is constantly adding forward thinking Marketing Ideas with a focus on new industries as well as the Middle Market between Main Street and Wall Street.

LISITEN ASSOCIATES has a Global Client Base today and is planning to add additional associates in Russia, India, Great Britain and Israel as well as some others in the Future. They already have clients from all of these areas.

We know of no other Business Brokerage of U.S. Origin, servicing the Globe as successfully as LISITEN ASSOCIATES.

They excel at everything they attempt and are unbeatable on every level.

That is why we have Awarded them this Coveted Prize! "EXPERIENCE THE DIFFERENCE !

ACQUISITION
INTERNATIONAL

2013

M&A AWARDS



Having counted the votes, analysed the supporting evidence and examined your achievements over the course of the last year, it is my pleasure to inform you that Listen Associates Business Brokers has emerged a clear winner and we present to you with delight the title: "Boutique Business Broker of the Year – USA "

The Acquisition International M&A Awards have quickly become a recognised brand in the transactional marketplace and with 2013 attracting a record number of votes and submissions from the leading professionals in the industry; you should truly see this as not only a key milestone in your development but reinforcement of your consistent ability to outperform your peers.

Boutique Business Broker of the Year
USA

Boutique Business Broker of the Year – USA

Mel Lisiten, Chairman/President of Lisiten Associates, discusses the firm's excitement at receiving the award.

Lisiten Associates has become the leading Business Brokerage/ M&A in the Northeastern US. The firm focuses on privately held businesses for sale in the range between the Main Street Businesses and Wall Street.

To adapt to the current market conditions, Lisiten Associates has added additional marketing emphasis and has continued to grow. The firm is a member of 37 websites globally and are constantly adding more with emphasis on new industries.

Lisiten Associates has a global client base, with offices in New York, Florida, California and Beijing, China. The firm is planning additional offices in Russia, India, Great Britain and Israel in the future, and already has clients from all of those areas.

Commenting on the firm's greatest achievements over the last 12 months, Mr Lisiten noted that the firm recently sold its first gold mine for \$25 million and has just listed two more gold mines in Arizona for sale – one for sale at \$80 million and the other of \$1.1 billion.

"We are now opening another new division called MINEBROKERUSA.com, headed by Eric Hirsch an MBA, experienced in the mining industry," commented Mr Lisiten. "Eric has helped us grow the business. We expect to become an important factor in that industry."

"We have never been so busy," he continued. "We are getting may calls weekly from sellers wishing to sell their businesses as well as business owners looking for partnerships and/or licensing deals."

According to Mr Lisiten there have been events with a significant impact on the firm or its clients. He noted that the seques-

ter was expected to impact the firm's "aerospace companies for sale", but nothing has happened so far. The companies are all doing well and the firm's volume has consistently increased every year.

"Our reputation has grown along with our sales volume," he explained. "The average size of our clients have also been increasing consistently. Our clients definitely agree with our motto: 'Experience the Difference!'"

Lisiten Associates places a great deal of emphasis on the team culture within the company. The firm has constant training sessions as well as a variety of educational tools, and the staff all work within a team concept.

Looking ahead, Mr Lisiten is extremely optimistic about the company's performance in the next 12 months and already expects to receive more awards.

"We are definitely going to win again," he enthused. "We are already on track to do so."

The firm's goals are to keep growing and giving its clients its complete professional attention as in the past, "with Service, Service, Service!" In the next 12 months, Mr Lisiten predicts that the firm's volume will increase significantly and it will grow globally.

Mr Lisiten offered the following advice to other companies and award nominees: *"Work as hard as we do and you may also win an Award"*.

He concluded: *"After 32 years in business, we love what we do more than ever. As for me, they will have to carry me out of here in a pine box!"*



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DiversityBusiness.com

For Immediate Release

LISITEN ASSOCIATES BUSINESS BROKERS

NAMED TO: DIVERSIFYBUSINESS.COM'S

"TOP BUSINESS "- 2013

NEW YORK, NEW YORK, MARCH 2013

Honors have been bestowed upon the nation's finest and brightest entrepreneurs. In recognition of the momentous achievement, DiversityBusiness.com, the nation's leading multicultural social media site, has recently acknowledged **LISITEN ASSOCIATES** as one of the NATION'S "Top Businesses" for 2013. This **exclusive** ranking is a reflection of **LISITEN ASSOCIATES** overall vision, leadership and economic accomplishments in moving our economy forward. The award, known as the Div500, represents the most unique class of forward thinking companies who have earned the distinction of fostering a culture of sustainable growth among the communities they serve.

2013 marks DiversityBusiness.com's 13th annual listing of the **NATION'S** top businesses. Over 1.3 million businesses participated in this year's program. The "Top Businesses" are determined by a selection committee which evaluates the eligibility for all submissions in each award categories. The selection committee bases their decision on an extensive set of criteria which includes: reviewing each entrant's business profile, website and gross annual sales submitted. The businesses selected on these prestigious lists have become highly coveted among corporations, government agencies and educational institutions who desire to increase opportunities with privately-held businesses.

“We are very proud to continue to support men and women who have become the core of our nation’s innovation, productivity and growth”, says Kenton Clarke, President & CEO of DiversityBusiness.com. He goes on to add, “I am very optimistic about our future especially as this distinct group of entrepreneurs continue to produce immeasurable results and serve as a prime example for current and generations to come.”

The List

This List is a classification that represents the top privately-held businesses in the U.S., in sectors such as technology, manufacturing, food service and professional services. The List offers a comprehensive look at the strongest segment in the United States economy- America’s privately-held businesses. Large organizational buyers who do business with multicultural, small and women-owned businesses all use the list. The List has garnered over 20 million annual views since inception.

Honorees will be extended accolades at a special awards ceremony during DiversityBusiness.com’s “13th Annual National Business Awards Ceremony and Conference”, at Wynn Resort in Las Vegas, Nevada on April 24- April 26, 2013. For more details about the awards ceremony and conference please visit

<http://www.DiversityBusiness.com/Conference>

For the complete list of winning companies, please visit:
www.diversitybusiness.com

To Learn About

LISITEN ASSOCIATES BUSINESS BROKERS

Visit: www.lisitenassociates.com

About DiversityBusiness.com

Launched in 1999, DiversityBusiness.com is the largest organization of privately owned businesses throughout the United States that provide goods and services to Fortune 1000 companies, government agencies, and colleges and universities. DiversityBusiness.com provides research and data collection services for diversity including the "Top 50 Organizations for Multicultural Business Opportunities", "Top 500 Diversity Owned Companies in America", and others. Its research has been recognized and published by Forbes Magazine, Business Week and thousands of other print and internet publications. The site has gained national recognition and has won numerous awards for its content and design. Its e-magazine reaches over 3,000,000 readers, an e-newsletter that reaches 2.4 million, and website visitors of 1.2 million a month. It is a leading provider of diversity management tools. DiversityBusiness.com's produced by Computer Consulting Associates International Inc. (CCAii.com) of Southport, CT. Founded in 1980.

SPONSORS



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LISITEN ASSOCIATES

FIVE TIME WINNER
2008, 2009, 2010, 2011, 2012

Best of

2012
Manhattan

U.S.
COMMERCE
ASSOCIATION

Auction Block *feature*

Fashioning the art of the deal

Mel Lisiten still has designs on brokering M&A in New York and beyond



PHOTO: ANTHONY NOTO

A funny thing happened to Mel Lisiten on his way to becoming a fashion designer.

He became a business broker.

Lisiten is 70 years old now, but he hasn't slowed down a bit. From his East 38th St. office in the heart of Manhattan, the tanned, dark-haired Bronx native is still selling companies, one of which he wants to franchise nationally.

Known as "Mr. Corinthian"—he lives and works in The Corinthian Building—Lisiten is busy these days trying to broker the sale of privately owned IE Industries Fashions Inc. as well as the intellectual property of 1-800-Brokers Corp. He's also working on selling Pets

of New Hyde Park again—the third time in four years.

That Lisiten is juggling so many mandates speaks to his adaptability to a new reality in the business brokerage business, namely that sellers can now upload registration forms from his Lisiten Associates Web site, thoroughly explain how their businesses operate and submit proof of their financial stability. In other words, his ability to screen and qualify clients has been facilitated dramatically.

"It was almost impossible (before)," he recalls. "If you did three or four deals in a year, you were a miracle man."

Lisiten is still very old-school. He still works the phone to interview clients. He also tries to get whatever documentation he can, such as business receipts, tax returns or balance sheets. Anything to try to size up a potential buyer or seller. "Those who don't have the where-withal," he says, "are weeded out."

He believes such due diligence has become a lost art in the business brokerage community. He fears that buyers and sellers may suffer from having brokers who lack the fundamental education—in finance, accounting, merchandising, marketing, importing, exporting and retailing—to handicap effectively the risk that often is inherent in an M&A deal.

"The business brokering industry is not as organized as it should be," Lisiten notes before criticizing how easy it is to become a certified broker. "You take a test and it's a joke."

Lisiten himself doesn't have a college degree. He attended New York University briefly, and then dropped out of the Fashion Institute of Technology. "I was a rebel," he says.

He seemed to be going in a few different directions all at once. By the late 1960s, he was an executive for a sportswear brand who had to arrange fashion shows in different states. It was during this time that he also became a real estate broker—and found himself transplanted in Colorado.

Lisiten started a company called Instahouse Corp. that purchased, renovated and furnished homes in the Rocky Mountain state. He sold the company in 1978 for \$4 million and returned to New York. Two years later, a relative recommended Lisiten to a business owner who was shopping a chemical plant in Queens, N.Y., but needed someone experienced enough to find the right buyer.

Lacking knowledge about chemicals, Lisiten remembered a lesson he learned as an eight-year old at the knee of his uncle, Max Greenfield, a well-known investor who had a penchant for wearing three-piece suits in the summer (Greenfield was one of the developers of the original Pan Am building, now owned by MetLife.) Invest in what people want, he advised, and as an example, Greenfield told his nephew simply to open the refrigerator, and take note of the different products that his parents continued to buy from the supermarket each week.

Lisiten put a different spin on the lesson, and simply opened the cabinets beneath his kitchen sink. He looked at all the products he had purchased, and called every company who made them. He sold the chemical plant for \$56 million to Lever Brothers Co., now part of global conglomerate Unilever, and by 1981 he launched Lisiten Associates. His career as a business broker officially started.

Lisiten didn't stop multitasking, however. Even though Lisiten Associates grew throughout the 1980s, Lisiten's continued moonlighting as a free-lance designer was so successful that he hired some employees and started another firm, Fashionlab, in 1983.

Fashionlab became successful in its own right, creating original art to be used on products and clothes for clients such as Federated Department Stores Inc., Marshall Field & Co., J.C. Penney & Co., Gloria Vanderbilt and Pierre Cardin. (In fact, the self-promoting Lisiten was once fired by Cardin for letting it be known in media reports at the time that the brains behind each of these high-end designers was in fact one brain—his.) By 1988, Fashionlab had studios in New York, London, Florence and Como, Italy, and was bringing in about \$2.5 billion in retail sales.

Just as Fashionlab was helping major retailers learn how to design and source their own products, however, it sowed the seeds of its own destruction and contributed to the demise of the garment industry itself. "Retailers

were eventually going to own and control their own destiny as opposed to depending on small manufacturers," Lisiten explains.

Many of those small manufacturers decided to sell out—with Lisiten serving as their broker. Apparel brand companies such as Roytex Inc., VF Corp., Acker Knitting (now known as Acker Knitting Mills Inc.) and Zodiac USA, a woman's footwear company, all used Lisiten as their broker.

The education of Lisiten as a business owner—Fashionlab faded into Lisiten Associates in 1992—paid its own dividends. He knows what it's like to actually to run a company, and that goes a long way with his brokerage clients. "I would imagine some of these companies call a typical broker who has no clue on how to deal with them," he says. "That's what my sellers tell me. I'm the first person who understands their business."

Witness the IE Industries mandate. The company, which provides department stores and clothing chains with women's, men's and children's apparel, once supplied Fashionlab with the fabrics and materials it needed to make garments. So the company knew how Lisiten ticked. As IE's broker, he is currently in talks with a buyer whose name is withheld due to confidentiality agreements.

The buyer's location, however, is a different matter. "They're in the same building," he says.

This isn't the first time Lisiten has capitalized on geography to cut a deal. When N.Y.-based Licenders Inc. was looking for a buyer in September 2008, Lisiten called investor Joe Tawil and took him on a "journey"—from Tawil's 7th floor office at 315 Fifth Ave. to the one on the 12th floor for Licenders President Adie Horowitz. Horowitz and Tawil hit it off, formed a partnership, and now run the lice treatment company together. "We [stayed] connected to Mel—he's the one that's going to franchise us out," says Horowitz, who valued the deal at \$2 million, or

approximately four times Licenders' earnings.

Lisiten is thrilled, too, and not just because he closed that deal in a month's time. "It's one of these niche businesses you see once in a lifetime and that's what I try to specialize in," he says.

Not all deals are so easy. Lisiten estimates that 10% of the businesses he takes on to broker a sale don't work out deals. Some companies simply "decided not to sell, or they misrepresented themselves and we dropped them."

Conversely, he won't abandon past deals. Pets of New Hyde Park in the Long Island town of the same name specializes in the marketing and exhibition of exotic fish, lizards and other animals. Lisiten brokered a sale of the company for about \$2.7 million in 2005. The new management wanted to expand the business but seemed to underestimate the amount of time and care that was required, he says. So now he's trying to sell it again.

With 1-800-Brokers Corp., this summer Lisiten mailed deal books for the company's intellectual property to about 10 potential buyers. The IP is owned by the pioneers of 1-800-Lawyers Group, the parent company of a service known for its nationwide daytime television commercials that connect callers with injury lawyers. The idea behind 1-800-Brokers is the same as 1-800-Lawyers, only with insurance, real estate and other types of brokers. Call the number, and the service will connect callers with one of those practitioners, who pay licensing fees for a given territory. Lisiten says talks with interested parties have indicated a value range somewhere between \$3 million and \$10 million.

Then there's Lisiten's pet project: the Fashionart Collection. He wants to license more than one thousand clothing concepts of his old company, a collection that was appraised for \$16 million in 1989.

"Look, I'm an artist to begin with and that will never change," Lisiten says. "But as good as people think I am, I never wanted to be in that business. They only make money when they die." ■—Anthony Noto

EXECUTIVE INBOX
Anne Fisher

Are you ready to put a price tag on your business?

By

ANNE FISHER

on April 8, 2011 8:52 AM | [Share](#) | [Comments \(0\)](#) | [TrackBacks \(0\)](#)

If you've tried to sell a company in the past four years or so, you know the market for small businesses has been taking a long snooze, due to scarce cash, tight bank credit and general economic angst. The good news, if you've been yearning to cash out and retire or start something new: Since late 2010, demand has been picking up again.

One sign of a more favorable climate for selling a small business: The most recent [Money Tree Report](#), compiled by PricewaterhouseCoopers and the National Venture Capital Association, notes that "the venture-backed exit market appeared to be on the rebound" as of the end of 2010, with private equity investors reporting they sold 420 companies for a total of \$18.3 billion. That's a substantial increase over the levels in 2009, which saw 273 such deals valued at \$13.5 billion.

Here in the city, demand is heating up, too. Mel Lisiten, for one, says he has never been busier. The founder and president of [Lisiten Associates Business Brokers](#), on East 38th Street, has hired three new staffers so far this year (for a total of 14) to help handle a rush of new business. Prospective buyers are registering on his website at a rate of about 150 a week, he said.

Why the sudden surge of interest? "We're seeing a large group of former Wall Street executives who want more control over their own destinies," Mr. Lisiten said. "Business ownership is a way to get that, and many people see buying an established company as preferable to starting something from scratch."

"Another factor is that more and more young people, just beginning their careers, looked around during the recession and decided that they don't want to be at the mercy of a corporation," he added.

Of course, not every business is in salable shape. Mr. Lisiten frequently runs across two main obstacles to a successful sale. "The most common problem is that entrepreneurs get so busy running things day to day that they don't keep accurate, detailed records," he said. "Even if you're making money hand over fist, if you can't prove it, your company won't fetch a fair price."

Then there's the little problem of unrealistic expectations. "Many business owners have a vastly inflated idea of what their business is worth," Mr. Lisiten observed.

A standard formula bases the price on a multiple of 3 to 5 times the owner's discretionary income, so that "if you're taking out \$500,000 a year, and you have recurring revenues with solid contracts, we can price the business at 5 times \$500,000, or \$2.5 million," he said.

Trouble often starts when the owner of a far less lucrative enterprise insists nonetheless on a multimillion-dollar price tag. "I have one client right now who says he won't take less than \$2 million for his company," said Mr. Lisiten, who described his commission on each sale as "somewhat lower" than the 10% brokers typically charge.

"Luckily, that particular gentleman is in no hurry to sell, so I've told him, 'Fine, we'll wait for a buyer who will pay that,'" Mr. Lisiten said. "But it could be a very long wait. For someone who wants to sell right now, the asking price has to reflect reality." Noted.

Have you considered selling your business? If you did sell it, what would you do next? Tell us at www.crainnewyork.com/execinbox.

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Anne Fisher writes the popular "Ask Annie" career-advice column at CNNmoney.com.



Anne Fisher

She occasionally covers workplace

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Choosing Someone to Sell Your Business

By Mel Lisiten

[There is a](#) small-business owner, Ann Price, whose restaurant in Atlanta has been getting lots of press. Unfortunately, the attention has been focused less on the quality of her food and more on the fact that no one wants to buy her business. The post generated a number of [thoughtful and interesting comments](#), including this one from Ryan in Florida: “The business listing is being mismanaged by the real estate agent.” He added, “The business should be marketed by a local, licensed business broker who better understands how to package, position and (confidentially) market the business for sale.”

The process of selling your business can be fraught with complexities right from the get-go. I wish I could say that finding the right professional to help you sell your business is an easy task. As with most of the sales process, it requires careful thought and research.

I’ve found that there is quite a bit of overlap between the high end of business brokerage and the low end of mergers and acquisitions work, a sentiment echoed by John Warrillow, a [well-known blogger](#). As he says, the line between the two can be “fuzzy.” The following is a quick

overview of your options.

LISITEN ASSOCIATES FOCUSES

“BETWEEN MAIN STREET AND WALL STREET “

Commercial Real Estate Agents

Like Ryan, I have a bias against using real estate agents to sell a business (yes, we are business brokers). That said, you may own a business that is primarily an investment in real estate, like a bed and breakfast, storage facility, car wash or convenience store. It may be that your business's most valuable asset is the land and the building – although you should get a professional opinion before making this determination.

In these instances, it may be best to hire a commercial real estate agent. But as Ryan mentions, it is difficult for real estate agents to sell your business while maintaining confidentiality, because their primary marketing tool is the local Multiple Listing Service. And keep in mind that real estate agents attract real estate investors, not “cash flow” buyers. If you are looking for a buyer who is going to be an owner-operator of your business, a financial buyer or strategic acquirer, then you will want to look elsewhere.

Business Brokers

Lisiten Associates Business Brokers run the gamut from selling small, main street enterprises to working with midsize businesses that attract serious interest from both private and public acquirers.

There are a number of characteristics that I suggest you look for in someone to handle the sale of your hard won enterprise. My preference is that our Professionals come from a background of Small-to Medium business ownership and have gone through successful transactions of their own. In fact, this is the way many business brokers (including all or our Agents) enter the field: we've been through the sale process ourselves (we have sold over 500 businesses) and want to help our sellers complete a successful exit.

If you think you have a good sense of a selling price for your business (again, get a professional valuation), find a business broker who handles deals of a similar size. Why? The reason has less to do with the business for sale than it does with the potential buyer. A [colleague of mine](#) said the other day that there's typically not much of a difference between the seller of a \$ 1million business, a \$10 million business and the seller of a \$40 million business. There is, however, a Major Difference between the prospective buyers of those businesses.

Some business brokers work primarily with businesses doing less than \$2 million in annual sales. Others work in the \$2 million to \$10 million range, with business brokerages typically topping out around \$25 million (lower middle market). Our Team covers all of these varieties of Businesses and then some.

M.&A. Specialists and Lisiten Associates

Many of the mergers and acquisitions professionals that I've worked with come from an investment banking or corporate finance background. They work primarily with sellers of middle market businesses – loosely defined as having from \$50 Million up to \$500 million in annual sales. We are focused in between the Business Brokers and M&A Specialists.

Mergers and a Acquisitions firms (like ours) command hefty fees on the front end. At a minimum, they would expect an upfront retainer of \$25,000 to \$ 50,000 with a \$5,000 to \$7,000 monthly fee. Success fees are usually based on the [Double Lehman Scale](#).

If Lisiten Associates decides to take on the sale of your Business, we will work on 10% deposit against the anticipated final commission and deducted from the final commission at closing of a sale. This advance commission will be added to the advertising budget used to market your business . We spend an average of \$ 25,000 or more to market your business.

In short, it's largely about the buyer. You need a clear understanding of the types of buyers who may be interested in purchasing your business, and then you have to find a Professional Company who can attract and work with those buyers in a reasonable amount of time and at a reasonable cost

What aspect of selling a business do you find most confusing or frustrating? For a FREE complete and confidential appraisal of your individual situation as a Seller,

Call Mel Lisiten at Lisiten Associates 212 661-4160



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SELLING YOUR BUSINESS

INFORMATION FOR BUSINESS SELLERS

Selling a business can be a time consuming process packed with headaches. It doesn't have to be. Deciding to sell your business is the easy part. How to go about it is another problem altogether! Setting a price, negotiating with a prospective buyer, and a sea of legal and financial details need to be addressed. Also, most accounting in a privately held company is done to minimize tax obligations and may not portray the company in the best light. We deal with this problem every day.

LISITEN ASSOCIATES provides or can help with:

KNOWLEDGE

We can market your business in a confidential manner without employees, customers, suppliers or competitors knowing that it is for sale. That is important for the smooth continuation of the business during the selling process.

TIME

We can save you time and frustration when it comes to selling your business. We're the small to medium business experts who can guide you through every aspect of the selling process; from arriving at a fair market value and price to handling financial arrangements and

closing the transaction. We're good at what we do. That's why our clients keep recommending us to all of their Friends and Family. Over 80% of our exclusive listings come from referrals.

MARKETING

25 % OF ALL BUSINESSES CHANGE HANDS EVERY YEAR. Because so many small to medium businesses go on the market each year, selling a small to medium sized business is a competitive ordeal. We can expose your business to prospective buyers not only from your local area, but to buyers throughout the United States and from All Over The World, thus securing qualified prospects. We market on 36 Websites Worldwide as well as Hundreds of periodicals and Newspapers. In addition, we are on Every Important Search Engine Worldwide. We screen potential buyers to determine their financial qualifications, as well as their business backgrounds and abilities. Because we work with each potential buyer in finding the right business for his or her needs, we only bring you genuinely interested and qualified buyers capable of making a purchase.

Did you know that only one out of 10 buyers ever buys the first type of business they called about? Only one out of 400 buyers buys the specific business advertised. While this can be maddening if you try to sell your business alone, it is a big plus if you are working with LISITEN ASSOCIATES. Since we receive Dozens of inquiries a day and Hundreds per Week, the fact that you listed your firm with us increased the likelihood of finding a buyer early in the selling process.

NEGOTIATIONS

DETERMINING THE RIGHT PRICE, of course is crucial. We'll arrive at a fair market price that you can feel good about, because we know the price of similar types of businesses in your area in addition to trends at work in the marketplace.

Because we screen all inquiries, then schedule buyer-seller meetings only with serious prospects at a time convenient for you, you receive

the combined benefits of convenience and ABSOLUTE CONFIDENTIALITY.

WE handle negotiations in a clean, patient professional manner that keeps the business issues clearly in focus, rather than clouded by emotions and / or personalities. We can do something you cannot do; we are able to pursue the right buyer. If you do, on your own, they may feel you are desperate and will only low-ball you on price and terms.

SUCCESS

We at LISITEN ASSOCIATES are well- trained professionals who are aware of your needs. In fact, most of us have experience as small to medium business owners and MEL LISITEN has also built and sold a Major International Brand.

Whether you are ready to sell your business now or just beginning to think about it, call us for a CONFIDENTIAL, no cost consultation and business analysis and evaluation.

We will be happy to answer any questions you may have.

We can make selling your business a successful, rewarding experience from your first meeting with us to the day you turn over the Keys to the New Owner!

CONTACT US for a FREE CONSULTATION to discuss how we can be of service to you.

WE MAKE THINGS HAPPEN!

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**Awarded TOP BUSINESS BROKERS in the Tri-State Area
2008, 2009, 2010, 2011 and 2012
Presented by The U.S. Local Business Association (USLBA)**



**DIVERSITYBUSINESS.COM Names Lisiten Associates
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