



# The CBI Professional

# What's Behind the "CBI"

## Why use a CBI Professional?

Buying or selling a business is one of the most crucial transactions of your life. As a business owner, you probably have, or will have, a good portion of your assets in your business or professional practice.

When the time comes to buy or sell a business, you need the best representation possible. By using the expertise of a CBI, you will be working with a professional who fully understands the purchase and sale process and brings significant value. This complex process is simplified and completed in a manner that will bring you optimum value and peace of mind.

### Certification

**CBI - KNOWLEDGEABLE,  
EXPERIENCED, ETHICAL AND  
COMMITTED.**

### What is the CBI?

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



A CBI is an experienced, proven professional whose claim of competence is supported and documented. With the proven skills necessary to handle the marketing, negotiations and complex details involved, a CBI can successfully complete the purchase or sale of your business.

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 international levels.
- The most current industry information with respect to taxes, investment, legislation and other areas of critical importance.

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<p><b>A "CBI" <u>Code of Ethics</u></b></p>	<p>This <u>Code of Ethics</u> was enacted by the Board of Directors of the International Business Brokers Association and is part of the bylaws of the association. This Code is for the use by all members of the association as a means of establishing a uniform standard of conduct for business brokers. We adhere to the ethical principles of business and believe the investment, risk and effort required to build a profitable going business or enterprise deserves a fair evaluation and a straightforward, professional, and honest presentation to both seller and buyer.</p>
<p><b>Standards of Competence</b></p>	<p><b>What are the CBI Requirements?</b></p> <p><b>Education</b> - A CBI must complete a minimum of 60 class hours of business brokerage courses offered exclusively through the IBBA. A CBI must demonstrate an ongoing commitment to professional development through continuing education and periodic recertification.</p> <p><b>Experience</b> - 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.</p> <p><b>Knowledge</b> - A high degree of knowledge garnered through the completion of required courses and the passing of its respective examination.</p> <p><b>Examination</b> - The successful completion of a comprehensive examination.</p> <p><b>Ethics</b> - A thorough knowledge of, and loyalty to, the IBBA's Code of Ethics.</p>
<p><b>The Mark of Excellence</b></p>	<p>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.</p> <p>A CBI brings special qualifications to your needs:</p> <ul style="list-style-type: none"> <li>■ Membership in the IBBA, an international association serving the business brokerage industry. Every CBI is party of a network of professionals.</li> <li>■ 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 equipped with special expertise as a result of</li> </ul>

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advanced study in listing, selling, investment, taxes, valuation and more.

■ A history of demonstrated sales performance through the documented execution of business sales transactions.