



**S.L. NUSBAUM Realty Co.**  
Since 1906.

# **BUSINESS BROKERAGE SERVICES**



**Ross A. Weinstein, J.D.**  
**Director**

**757-640-2234 Direct | 757-286-6980 Cell**

**757-640-2218 Fax**

**[rweinstein@slnusbaum.com](mailto:rweinstein@slnusbaum.com)**

**[www.slnusbaumbiz.com](http://www.slnusbaumbiz.com)**

# SELLING YOUR BUSINESS

[www.slnusbaumbiz.com](http://www.slnusbaumbiz.com)

- Helping to price your business
- Confidential business profile
- Confidentially marketing your business
- Buyer management
- Negotiating offers
- Managing Due Diligence
- Monitor closing
- Closing the sale



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# HELPING TO PRICE YOUR BUSINESS

[www.slnusbaumbiz.com](http://www.slnusbaumbiz.com)

Ross Weinstein has a great deal of resources to help you value your business:

- Comparison sales through various resources
- Business pricing guides
- His extensive experience selling businesses

While Ross is not a CPA certified as a valuation expert, he has a good understanding of what businesses will generally sell for.

However, in many instances (particularly for businesses that are doing over \$5,000,000 in gross revenue), a seller may be better served by obtaining a professional valuation.

# CONFIDENTIAL BUSINESS PROFILE

[www.slnusbaumbiz.com](http://www.slnusbaumbiz.com)

Ross Weinstein will prepare a confidential business profile about your business. The profile will list in detail and explain:

- All of the facts that a typical buyer will be interested in.
- The positive attributes of your business.
- Any weaknesses in a way that will encourage a buyer to focus on the potential and underlying strengths of the business.

## The profile will focus on:

- Description of products and services.
- Numerical factual data and other factual data.
- Market position.
- Growth opportunities.
- Re-cast earnings analysis.



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# CONFIDENTIALLY MARKETING YOUR BUSINESS

[www.slnusbaumbiz.com](http://www.slnusbaumbiz.com)

Ross Weinstein will require each buyer to sign a confidentiality agreement prior to releasing detailed information about your business.

Ross Weinstein will create advertisements and website postings that will describe enough about your business to understand the business and its attributes, without disclosing the business.

The following marketing media is utilized by Ross Weinstein, in addition to his own dedicated website: [www.slnusbaumbiz.com](http://www.slnusbaumbiz.com)

- [www.bizbuysell.com](http://www.bizbuysell.com)
- [www.businessesforsale.com](http://www.businessesforsale.com)
- [www.bizquest.com](http://www.bizquest.com)
- [www.businessbroker.net](http://www.businessbroker.net)



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# CONFIDENTIALLY MARKETING YOUR BUSINESS (Cont'd)

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Ross will often send targeted blind ad mailers to businesses that are similar and/or who may have an interest. Ross will often contact these businesses via telephone or personal visits.

Ross' experience in selling businesses since 2004, has afforded him a wealth of information as to who is looking to buy various businesses.

Ross also has established relationships with many prospective buyers who may have interest in the business.

# BUYER MANAGEMENT

[www.slnusbaumbiz.com](http://www.slnusbaumbiz.com)

- 1) Buyers sign a confidentiality agreement.
- 2) Buyers are generally screened for financial qualifications.
- 3) Ross Weinstein will control the flow of information as efficiently as possible in order to relieve Seller of undue burden, while still encouraging a buyer to make an offer.
- 4) As soon as Buyer expresses a serious interest in your business, Ross will arrange a Buyer-Seller meeting to discuss general operation of business. No negotiating will occur at the meeting, as all offers must be generally in writing.

# NEGOTIATING OFFERS

[www.slnusbaumbiz.com](http://www.slnusbaumbiz.com)

- 1) Price
- 2) Terms
  - a. Asset Sales
  - b. Allocation of purchase price
  - c. Buyer financing
  - d. Tax issues
  - e. Training and transition
  - f. Non-competition agreements
  - g. Inspections
  - h. Clear & marketable title
  - i. Equipment in working order
  - j. Earnest money
  - k. Issues that come up at closing

As a former practicing attorney for 10 years, coupled with many years of experience as a dedicated Business Broker, Ross has expertise in negotiating and drafting Letters of Intent and Offers to Purchase.



# MANAGING DUE DILIGENCE

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Ross has extensive experience in helping guide you through the process of providing a buyer with necessary information to evaluate your business, as well as helping the buyer (and his financial and legal advisors) understand this information so they will feel comfortable enough to proceed to closing.

# CLOSING THE SALE

[www.slnusbaumbiz.com](http://www.slnusbaumbiz.com)

## 1) Various Closing Documents

- a. Allocation of purchase price
- b. Representations and warranties
- c. Indemnifications
- d. Promissory Notes
- e. Security Agreements
- f. Guarantees
- g. Lease assignments
- h. Others

As a former practicing attorney for 10 years, coupled with many years of experience as a dedicated Business Broker, Ross has expertise in negotiating and drafting Letters of Intent and Offers to Purchase.

## 2) The Closing

Working with you and your attorney to make sure all details are taken care of and ensure closing is a smooth and efficient process.



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# ROSS A. WEINSTEIN, J.D.

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Ross Weinstein, J.D.  
S.L. Nusbaum Realty Co.  
440 Monticello Avenue  
1700 Wells Fargo Center  
Norfolk, VA 23510  
757-640-2234 Direct  
757-286-6980 Cell  
757-640-2218 Fax  
[rweinstein@slnusbaum.com](mailto:rweinstein@slnusbaum.com)  
[www.slnusbaumbiz.com](http://www.slnusbaumbiz.com)

## Civic & Industry Affiliations

- Real Estate Salesman License - Virginia
- Virginia State Bar - Member

## Education

- Virginia Tech, Blacksburg, VA – Bachelor of Arts – History
- George Mason University School of Law, Arlington, VA – Juris Doctorate

Mr. Weinstein joined S.L. Nusbaum in 2009 after five years with GVA Advantis as head of their Business Brokerage Division. Mr. Weinstein is a licensed attorney who previously practiced law for 10 years. He has extensive experience and knowledge in contracts, negotiations and sales.

# SELECT TRANSACTION EXPERIENCE

[www.slnusbaumbiz.com](http://www.slnusbaumbiz.com)

## Non-Food

- Alliance Medical Billing – Virginia Beach, VA
- Autocraft Express – Norfolk, VA
- Balloon Promotion & Signs, Etc. – Gloucester Co., VA
- Better Care Family Homes – Suffolk, VA
- Chesapeake Remodel – Portsmouth, VA
- Cottman Transmission – Chesapeake, VA
- Embroid Me – Virginia Beach, VA
- Emery CPA & Financial Consulting – Chesapeake, VA
- Golf Ideas.com – York Co., VA
- Mama's Wash & Dry Laundromat – Portsmouth, VA
- Worththewait – Virginia Beach, VA
- Midas – Virginia Beach, VA (2)/Hampton, VA /Newport News, VA,
- National Tenant Network – Hampton Roads, VA
- Ocean Auto Brokers – Virginia Beach, VA
- Prometric Testing Center – Newport News, VA
- Renners Relocations & Moving Co. – Newport News, VA
- Servpro of Portsmouth – Portsmouth, VA
- Sylvan Learning Center - Hampton, VA
- Talley Anchor Signs – Chesapeake, VA
- Wellness One Fitness – Chesapeake, VA

## Food

- Alpine Grille – Newport News, VA
- Belgian Waffle & Steak House – Newport News, VA
- Boomerangs Bar & Grill – Portsmouth, VA
- C&M Cafeteria – Virginia Beach, VA
- Checkered Flag Tavern – Newport News, VA
- China Garden – Hampton, VA
- Cold Stone Creamery – Norfolk, VA
- Cold Stone Creamery – Virginia Beach, VA
- D. Frazier's Restaurant – Norfolk, VA
- Fin Seafood Restaurant – Newport News, VA
- H2O Beach Bar & Grill – Virginia Beach, VA
- Jack's Bistro – Virginia Beach, VA
- Momo Sushi – Virginia Beach, VA
- Pembroke Pizza & Pasta – Virginia Beach, VA
- Point Bar & Grill – Gloucester Co., VA
- Rose Bay Seafood – Chesapeake, VA
- Spaghetti Eddies – Suffolk, VA
- The 219 Restaurant – Norfolk, VA
- The Painted Lady – Norfolk, VA
- The Wild Monkey Restaurant – Norfolk, VA