



# Where does your business fit in?

## Lower to Middle Market Guide

### Our Mission

Promoting growth in Eastern North Carolina and beyond by connecting transitioning business owners with qualified, passionate buyers, facilitating successful sales, and enriching the communities we serve.

For a confidential consultation, contact our team, Transworld Business Advisors Eastern NC.

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 **(252) 275-8026**

 [\*\*sellmycompany.pro\*\*](https://sellmycompany.pro)



# Your Success is Our Success

Transworld Business Advisors is the largest and fastest growing Business Brokerage and merger & acquisition (M&A) company in the world, as we have over 400,000 qualified buyers in our system looking for good businesses to purchase, over 250 offices worldwide and over 6,000 active business listings each day.

We are a team of 12 that live, work, and play here in Eastern, NC. Although focused on Eastern North Carolina, we do engagements nationwide and internationally.

**We help both buyers and sellers fulfill the American dream of business ownership.**



Selling Your Business is **Our Business.**

# Index

|                                |       |
|--------------------------------|-------|
| Where Does My Business Fit In? | 4 - 5 |
| Utilizing a Business Broker    | 6 - 7 |
| Our Success                    | 8 - 9 |
| Contact                        | 11    |



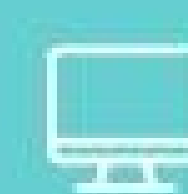
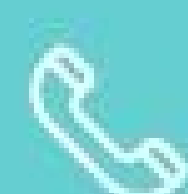
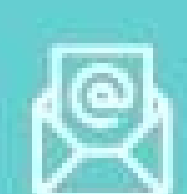


# Where Does My Business Fit In?

## Small/Lower and Midsize Companies: The Role of Employees, Revenue, and other factors

**SMBs (small and medium businesses) are often categorized based on their number of employees and annual revenue:**

- Small businesses are typically comprised of fewer than 100 employees and generally have less than \$50 million in annual revenue.
  - They are independently owned and operated and often serve local or niche markets
  - May be more susceptible to market fluctuations and economic downturns
  - All small businesses and most mid-market companies are privately owned
  - On average, the business represents 50-90% of the business owner's net worth
- Midsize enterprises have between 100 and 999 employees and more than \$50 million but less than \$1 billion in annual revenue



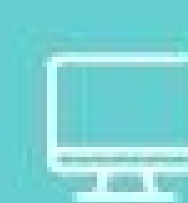
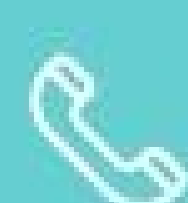
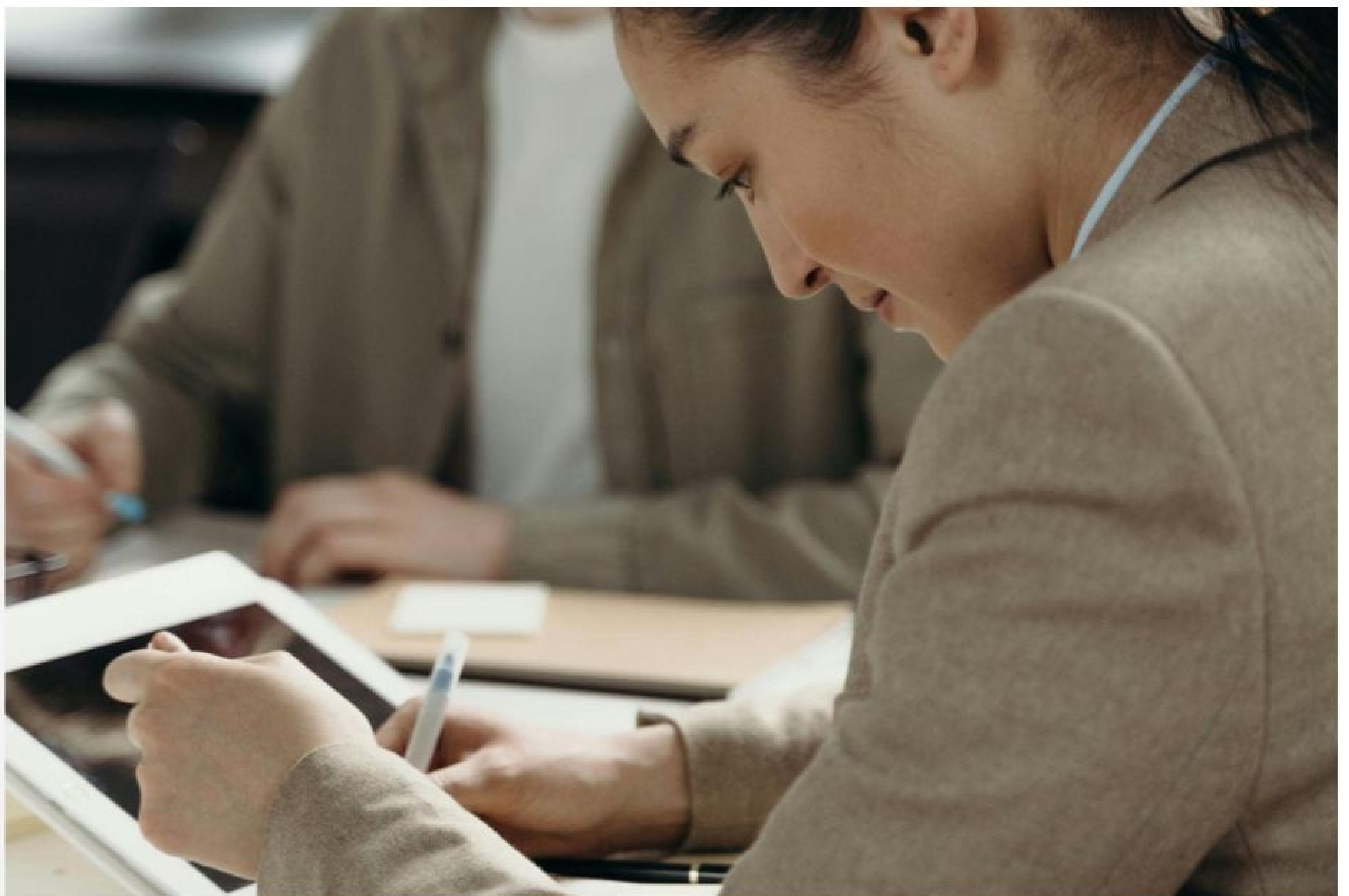


## Decoding the terms Mainstreet and Lower Mid-Market:

When working with business brokers and other professionals, they may further divide small businesses into mainstreet and lower mid-market (LMM) based on the size of their revenues.

**Mainstreet:** Those businesses with annual revenues of less than \$2M. Buyers are individuals looking for income replacement who will be actively working in the business full-time, not as an investment.

**Lower Mid-Market (LMM):** Businesses with annual revenue between \$2M and \$50M. The buyer could be an individual, but typically it is another business or institution that will employ a management team to run the business.





# Utilizing a Business Broker

So, if you have made the big decision to sell your company, how can you find the best broker or advisor to help you take the next step? When interviewing brokers for this vital role, here are three things to consider that allow you to continue doing what you do best: running a successful business.

## The Type of Advisor You Need

What's the best way to start your search for a business broker? Start narrowing your search by focusing on advisors who can help by delving into the details of your business and preparing you for sale. Not only does this require a thorough knowledge of the process of how to sell a business, but it also demands an extensive professional network that might be interested (and able!) to purchase your company.

## The Size, Location and Specialty of the Business Advisor

You have probably heard a lot of opinions regarding the size of a business advisor — smaller ones typically concentrate on local markets, whereas larger ones have the capacity to extend their reach from local to more expansive geographic areas. Additionally, there are also some firms which specialize in only one type of business - such as restaurants or veterinary practices as examples - and then other firms which have the expertise to cover a wide spectrum of business types.



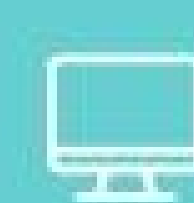
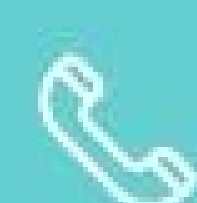
# The Credibility and Success of the Advisor

If you've thought about what kind of business broker you need and determined what type of firm meets those needs, you are ready to take the next steps in finding the right partner. Another factor to consider is your potential advisor's credibility and past success. The top issue is whether the advisor will keep your business's sale confidential. Suppliers, employees, and even customers can react with concern when they learn of a business' sale, impacting your ability to maximize your profits.

Speaking of profits, you want to enlist the services of a business advisor known for getting their clients the best possible price for the sale of their business. Whether you plan to use those funds to retire, start another venture or something else, selling for top dollar matters.

Finally, when interviewing, be sure to ask potential advisors these questions:

- What industries does the advisor serve?
- What's their process from start to end? How long should it take?
- What are their fees?
- How many of their transactions have been successful or unsuccessful?
- Do they or one of their teammates hold a professional certification such as Certified Business Intermediary (CBI) or Mergers & Acquisition Master Intermediary (M&AMI), or if real estate is involved, their real estate license in the applicable state?





# Your Success is **Our Success**



- Over 6,000 Active Business Listings
- Over 400,000 pre-qualified buyers looking to acquire a business
- Over 45 Years Selling Businesses

## **Transworld is the world's leading business brokerage firm with:**

- over 850 professionals
- 250+ offices across 49 states and 17 countries
- Over 15,000 businesses sold

This provides an almost unique view of the market due to the sheer number and diversity of transitions, combining a global mind-set with local reach







# Confidential & Personalized

At the Transworld Business Advisors of Eastern NC office, our team is comprised of 10 highly trained and experienced business professionals each boasting an averaging of 30+ years of industry expertise. While our primary focus is on Eastern North Carolina, our influence extends nationally and globally. With our diverse range of expertise spanning various industries such as business services, retail, automotive, healthcare, hi-tech & software, construction, manufacturing, and wholesale/distribution, we are well-equipped to handle a multitude of client needs.

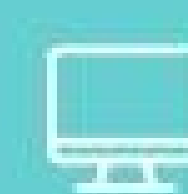
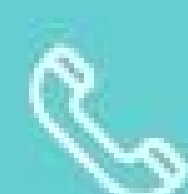
Our passion for the region shines through in our commitment to ensuring business continuity, attracting investment dollars, and providing valuable resources to support local businesses. We are actively involved in collaborating with economic development organizations and leading business schools/universities in Central and Eastern NC, nurturing entrepreneurship and fostering growth. Particularly noteworthy is our dedication to assisting existing military personnel in transitioning to business ownership, highlighting our commitment to supporting the local community.

Ranked 4th out of 250+ Transworld Business Advisors Offices in 2022, our success is a testament to our local, national, and global reach. Additionally, our expertise in business valuations further solidifies our position as industry leaders, offering comprehensive solutions to our clients' needs.



**Give us a call at  
(252) 275-8026**

**to find out how we can help with  
your business transition needs.**



# Schedule a Confidential Consultation



Website

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