CVBBA Annual Conference
September 26 - 28, 2018 AGENDA

Date	Time	Event	Location
September 26 Wednesday	5:30PM - 8:30PM	CVBBA Welcoming Reception and Networking Event Food and beverage courtesy of the CVBBA	Hotel Lobby
September 27 Thursday	6:30AM - 8:00AM	Continental Breakfast	Hotel
	8:00AM - 12:00PM	IBBA 4 Hour Course #206 Managing the Due Diligence Process	Polk A Mtg Room - Instructor **Len Krick**
	8:00AM - 12:00PM	IBBA 4 Hour Course #224 Pricing a Business to Sell	Jackson Room - Instructor **Cress Diglio**
	12:00PM - 1:00PM	Lunch	Hotel Lobby
	1:00PM - 5:00PM	IBBA 4 Hour Course #108 Overcoming Objections in Listing and Sales Contracts	Jackson Room - Instructor **Cress Diglio**
	1:00PM - 5:00PM	IBBA 4 Hour Course #145 Effective Business Packaging	Polk A Mtg Room - Instructor **Len Krick**
	5:30PM - 7:30PM	Networking Reception Sponsored by Carousel Capital	Stone Mountain Grill, 15719 Brixham Hill Avenue, Charlotte
September 28 Friday	6:30AM - 8:00AM	Continental Breakfast	Hotel
	7:30AM - 8:30AM	Registration	Hotel Lobby
	8:30AM - 9:00AM	Opening Remarks - **Steve Mariani**	Polk Conference Room
	9:00AM - 9:10AM	Legislative Update - **Sharon Heaton**	Polk Conference Room
	9:10AM - 10:00AM	Evolving Your Practice - From Engagements to Principal Investments! **Matt Bradbury**	Polk Conference Room
	10:00AM -10:15AM	Discussion of Workshops; IBBA Updates - **Steve Mariani**	Polk Conference Room
	10:15AM -10:30AM	Break with Sponsors	Polk Conference Room
	10:30AM -12:00PM	3 Workshop Offerings - Choose one - workshops on page 2. Limited seating for each. Sign up required.	Polk Conference Room, Jackson Room and Kell Room
	12:00PM - 1:00PM	Lunch/Break	Hotel Lobby
	1:00PM -2:45PM	Meet the Sponsors - Speed Dating and Networking Meet with industry professionals and learn more about each of them and their companies. Support our SPONSORS. Without them, none of this is possible!	Polk Conference Room
	2:45PM -3:00PM	Networking	Polk Conference Room
	3:00PM -3:30PM	Wrap Up	Polk Conference Room

PRIZE DRAWINGS RANDOM TIMES THROUGHOUT THE DAY

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EMBRACING CHANGE TOGETHER

Growing together at this year's conference is more than just a theme, it's a conscious decision to not only increase one's industry knowledge through education but also to share with others the experiences that have brought them to where they are today. Growing together should be a culture we choose to be part of that benefits us all. Whether you have entered the industry 5 months ago or 5 decades ago, the one thing you can count on being consistent is "CHANGE" and this year is no different. Change is happening all around us and the only way to stay ahead of your competition and industry fluctuations is to grow with it. Growth happens through education and the sharing of information which is why this year's CVBBA Educational conference not only includes high level IBBA course instructors but also 3 industry experts willing to share real life stories and experiences through 3 additional workshops at no additional expense. We're also honored to have Mr. Matt Bradbury describe how he runs his practice in today's markets.

Topics will include managing listings, buyers, associates and working with other CVBBA firms. The CVBBA membership has just reached an all-time high which means the level of experience at this year's conference will be unparalleled, so "Come grow with us" in Charlotte.

cvbba.com

Workshops

1) 12 Keys to Success For Main Street Business Brokerage **Presenter: *Len Krick***

In this workshop I share some methods, systems, forms, and policies that enabled my office to attain an 82% closing rate and 91% of asking price. This workshop will cover practical ideas on increasing efficiency, commissions, and broker retention, while decreasing liability. I'll cover the four primary questions every buyer asks, the true value of valuations and client flexibility, how to prescreen seller prospects, how to package the business, rehearse the client, and control the process. I'll show you some shortcuts to identify the deal influencers, tax issues, impediments to closing, how to see the business from the Buyer's viewpoint, and keep the pipeline full. This workshop presents techniques you can use to excel as a business broker in your market.

Level: Essential for Main Street Brokers, particularly with less than 3 years experience

2) Acquisition Financing Changes for 2018 **Presenter: *Steve Mariani***

This workshop focuses on the current lending markets and changes along with how utilizing these are guaranteed to increase your buyer pool. The changes for 2018 include lower down payments and less seller financing requirements for business acquisitions along with the removal of the "intangible" or "goodwill" rule. Learn how the experts provide the most creative financing solutions available and how using these methods can greatly increase your closing rates. The latest rules took effect on January 1st and Steve will explain how these will make it easier than ever to secure financing across the industry. Brokers and lenders alike are always welcome to come share their knowledge and bring any questions on SBA 7(a) goodwill loans. You're sure to leave with an expanded understanding of today's financing options as Steve shares his 21 plus years of experience in the broker transaction market.

3) 5 Essential Tools to Navigate Transactional Psychosis **Presenter: *Wendy Dickinson***

Psychosis:

From ***Wikipedia: Psychosis is*** a generic psychiatric term for a mental state characterized by loss of contact with reality.

We all know of things said and done that are not value added to the deal.

- Founders who treat the business as their "baby"
- Owners who are totally convinced of a certain valuation…
- Owner/founders who don't "get it", that when the entire company revolves around them, it devalues the business.

How many times have your clients been advised to "take the emotion out of it"? Done with the best of intentions, met with limited success. This workshop is an opportunity to examine the psychology of the transaction. You will learn 5 tools to work with your clients' emotional framework, to keep them grounded in reality throughout the process. Limiting beliefs, assumptions and interpretations are obstacles best navigated with a growth mindset, expanded self-awareness, readiness and resilience. All become tools in your kit to build a productive client relationship and a successful conclusion to the transaction.

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A round of applause to our **SPONSORS**! Their financial commitment, time & energy has made it all possible

IBBA | COURSES

Managing the Due Diligence Process - **Len Krick,** Instructor **Course #206 CREDIT HOURS: 4**

Learn how to take a defined and methodical approach at the due diligence process for transactions, whether large or small, simple or complex. Ascertain whether or not to take a listing and how to increase your chances of successfully closing each transaction. Discuss how to determine if a business is likely to have trouble during due diligence, identify possible impediments to closing, educate the seller and buyer about the process, control and manage the due diligence process and set up appropriate document review and control processes and systems. This course is applicable to Main Street and Middle Market.

Course #101 is a prerequisite. It is recommended that participants have experience with recasting, financial statements and dealing with legal documents.

Pricing a Business to Sell - **Cress V. Diglio,** Instructor **Course #224 CREDIT HOURS: 4**

How do you price a business? Does the size of the business influence the price in relationship to DE or sales? Does pricing it too high hurt your chance of selling it? When you complete this course, you should have additional knowledge to help you price a business properly. Using databases of sold businesses, you will learn the relationships between the size of a business and Multiples of Discretionary Earnings, ROI and how comparable sales data can be used to determine an "opinion of value" for a business. This course will help you learn how to avoid overpricing a business, and how financing and deal structure influences buyers decisions.

It is recommended that you have taken IBBA #101 Introduction to Business Brokerage or IBBA 301 Introduction to M&A; IBBA #210 Analyzing and Recasting Financial Statements; and IBBA #220 An Introduction to Pricing Small Businesses.

Overcoming Objections in Listing and Sales Contracts - **Cress V. Diglio,** Instructor **Course #108 CREDIT HOURS: 4**

Gain the knowledge and materials to obtain more listings, satisfy seller concerns and get more sales contracts signed. Discuss the four parts to overcoming objections: understanding the objection, anticipating the objection, selling yourself and practicing. This course is geared to new brokers and those who want to improve their ability to overcome objections. Recommended that participants have taken Course #101 or equivalent.

Effective Business Packaging - **Len Krick,** Instructor **Course #145 CREDIT HOURS: 4**

Would you like to learn how to create the best presentation for your potential buyer? By completing Course 145 you will be able to determine the appropriate presentation type and format to create; identify the content that will pre-answer buyer questions; and organize the content of your presentation in logical order.

Additionally, you will understand the importance of writing to the level of your potential buyer and learn ways to utilize the use of charts, photographs, exhibits, and other tools in order to display a high level of professionalism to your audience.

There are no prerequisites for this course.

INSTRUCTORS BIOS

Len Krick, MBA, CBI, M&AMI

Len Krick, the President of Sunbelt Business Brokers of Las Vegas has over 18 years of business brokerage experience. He is a Lifetime Certified Business Intermediary ("CBI") and Lifetime Merger and Acquisition Master Intermediary ("M&AMI"). Len frequently serves as moderator, instructor, and speaker at the International Business Brokers Association ("IBBA") conferences, and has written 18 workshops and three of the IBBA Courses. Len served on IBBA's Board of Directors, Chaired its Education Committee, and served as the Conference Chairman for four conferences. He is the only person to hold both the CBI and M&AMI designations in Nevada, and is one of 24 people to be named "Fellow of the IBBA" since 1982, for his "significant contributions to the business brokerage industry." Mr. Krick is one of 20 people to ever receive the "Tom West" award, for "Enhancing the public image of the business brokerage profession." He is the co-founder of the Nevada Business Brokers Association ("NBBA") and wrote and passed the legislation and Nevada Administrative Code that created the Nevada Business Broker Permit; the only compulsory business brokerage permit in the nation.

Prior to entering the business brokerage industry in 2000, Mr. Krick gained over thirty years experience with both privately held and publicly traded companies, which includes: consulting, negotiating, turnarounds, bond and initial public offerings, operations, development, and business brokerage. He took two companies public on NASDAQ, in 1989 and 2002, and served as the President of those companies. Mr. Krick has exceptional expertise in operational analysis, business planning, and packaging businesses for sale. He also worked for a national CPA firm for three years, and earned his MBA, BS and BA degrees. Somehow, he also raised a family, and has sons 37 and 34 years old.

Cress V. Diglio CBI, M&AMI

Cress began his career in Business Brokerage in 1999 at the age of 28. Despite being one of the youngest Brokers in the Industry he was able to achieve immediate success.

Since that time he has been involved in over 500 successful transactions. Cress is currently the Managing Partner at Calder Associates. Calder Associates is a leading middle-market Mergers and Acquisitions advisory firm.

Cress is well respected in the Business Broker Community. He has been an active member of the International Business Brokers Association (IBBA) since 2003. Cress is a CBI , M&AMI , a graduate of the IBBA's Train the Trainer and a Certified Instructor teaching classes on franchising, pricing businesses and analyzing and recasting financial statements. Most recently, he wrote IBBA course 119, Surviving and Thriving in Your First Year as a Business Broker. Cress served 4 years as head of the CBI exam and 2 years as the IBBA Education Chair. In 2013 Cress became a Fellow of the IBBA. In 2015 he received the highest honor in his profession when he was named Chairman of the IBBA. In 2017 Cress was presented with the prestigious IBBA Chair's Award by the Chairman Lou Vescio.

Cress is active in his local community. He proudly serves on City of Life Foundations Board of Directors. Cress is a founding member of the Citrus Club's Young Executive Board. His influence on the Board led to the formation of the Philanthropy Committee. Cress is a co-founder of The Diamonds are Forever Casino Night Extravaganza benefiting Central Florida charities. Cress served on the Citrus Club's Board of Governors for six years. In 2009 Cress was recognized by the Orlando Business Journal as one of Orlando's top 40 under forty.

CVBBA
Carolinas-Virginia Business Brokers Association
Serving North Carolina, South Carolina, and Virginia

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