

CVBBA Annual Conference September 25 - 27, 2019 AGENDA

Date	Time	Event	Location
WEDNESDAY September 25	5:30PM - 7:30PM	CVBBA Welcoming Reception and Networking Event Food and beverage courtesy of the CVBBA	Hotel Atrium
THURSDAY September 26	6:30AM - 8:00AM	Continental Breakfast / Registration	Pre-Function Area (Florence I & Milan Room)
	8:00AM - 12:00PM	(Optional) Educational Course - Acquisition Lending for Goodwill Transactions: From Add-backs to Closing	Florence I - Instructor - Steve Mariani
	12:00PM - 1:00PM	Lunch	Hotel Atrium
	12:00PM - 1:00PM	Registration	Hotel Atrium
	1:00PM - 1:15PM	Opening Remarks - Mike Metzger	Milan
	1:15PM - 1:25PM	Legislative Update - Mark A. Pompeo	Milan
	1:25PM - 1:55PM	Sponsor Presentations (Live Oak Bank, Benetrends)	Milan
	1:55PM - 2:50PM	The Pros and Cons of Co-Brokering - Andy Cagnetta and Jim Parker	Milan
	2:50PM - 3:05PM	BREAK with Sponsors	Milan
	3:05PM - 4:45PM	Roundtable A: Co-brokering Feedback - Steve Minnich Three back-to-back 30 minute rounds with a 5 minute break in between. Round 1: 3:05 - 3:35 Round 2: 3:40 - 4:10 Round 3: 4:15 - 4:45	Florence I
		Roundtable B: CVBBA Ideas and Suggestions - Mike Metzger, Neal Isaacs and Joe Santora	Florence II
	Roundtable C: IBBA Joint Membership - Adam Petricoff and Jeff Snell (Each Roundtable will be repeated for each Round)	Milan	
	4:50PM - 5:00PM	Sponsor Presentations (Aquesta Bank, T Bank)	Milan
	5:45PM - 7:30PM	Networking Reception - Sponsored by Live Oak Bank	Jocks & Jills Sports Grill - 4109 Southstream Blvd. Charlotte
FRIDAY September 27	6:30AM - 8:00AM	Continental Breakfast with sponsors / Registration	Milan
	8:00AM - 8:10AM	President's Remarks	Milan
	8:10AM - 9:00AM	Sponsor Panel - Taking Your Business Brokerage Practice to the Next Level (Ron Buck - Moderator)	Milan
	9:00AM - 9:30AM	Networking Break with Sponsors	Milan
	9:30AM - 10:20AM	Workshop Session 1 *	Milan, Florence I and Florence II
	10:20AM - 11:00AM	Introduction to Multiple Listing Service Andy Cagnetta and Jim Parker	Milan
	11:00AM - 12:00PM	Workshop Session 2 *	Milan, Florence I and Florence II
	12:00PM - 1:00PM	Lunch - Mastermind Sessions	Hotel Atrium
	1:00PM - 1:50PM	Workshop Session 3 *	Milan, Florence I and Florence II
	2:00PM - 2:30PM	Sponsor Presentations (Peercomps, VCC)	Milan
2:30PM - 2:45PM	Wrap Up / Raffle Prizes	Milan	

*** We have 3 workshops that are running simultaneously at 3 different time slots**

- Workshop A: Preparing for a Down Market - **John Dolbec** (Florence I)
- Workshop B: Ten Tax Tips to Turn the Timid to Transforming Transitions - **Rick Chess** (Florence II)
- Workshop C: Using LinkedIn to Grow Your Practice - **Jimmy Coleman** (Milan)



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September 25-27, 2019
Renaissance Charlotte Suites Hotel
2800 Coliseum Centre Drive, Charlotte, NC 28217

Let's face it... we're in a tough industry! To be successful as a Business Broker or an M&A expert, you have to be experienced, professional, and technically proficient. Clients will look to you to navigate through the obstacles that inevitably accompany every deal and you need to be armed with the right tools. Are you prepared?

Our industry is changing. Technology has enabled us to work more quickly and effectively, but can also be overwhelming at times, and even distracting. Those who fail to embrace the new tools of our trade risk getting lost. Furthermore, the economy looks very different today than it did just five or ten years ago. As memories of the Great Recession fade, many business owners are finally ready to pull the trigger and sell their companies. They need help in doing so, and that's where YOU come in!

With the booming economy, new brokers enter the field every day. Since our industry is largely unlicensed, there are very few barriers to entry for new players. However, the barriers to SUCCESS are huge. Whether you're a brand new broker or a 20-year veteran, you need to be deliberate about your career to make sure you develop and hone those attributes that will position you to serve your clients and close more deals.

Fortunately, you're not alone in this journey. The CVBBA provides a platform for you to further your education, stay abreast of critical industry issues, and develop strong, lasting relationships with other brokers and deal professionals. The 2019 CVBBA Conference in Charlotte will help you continue to chart your course to success!

cvbba.com

Workshops

Educational Course



Preparing for a Down Market **Presenter: John Dolbec**



The North American economy has been growing for over 10 years offering vast opportunities for business brokers. But what goes up eventually comes down. No one knows whether the economy will shift in 2019, 2020 or beyond, but it is reasonable to expect that economic growth, low interest rates and low inflation are not a permanent fixture of the economy. This session is to discuss the historic trends in business brokerage, with an emphasis of what occurred in this industry in 2007-2009, and suggestions of how to prepare for the future.



Ten Tax Tips to Turn the Timid to Transforming Transitions **Presenter: Rick Chess**



This workshop focuses on how to use a small handful of basic tax questions to draw business owners to list with you! You (and every other business broker) promises to help a business owner win the upcoming battle (best price). The most successful business brokers also guide the prospect in how to win their war (net after taxes, financial freedom, and quality of life). I'll cover ways to lower taxes (e.g., gifting), delay taxes (e.g., installment sale), reduce capital gains (e.g., qualified opportunity zone funds) and "swap till you drop" with a series of 1031 exchanges. With 40+ years as an attorney, and having invested over \$2 billion and raised over \$200,000, I have seen transactions small and huge fall apart because no one focused on tax issues until near the end. Tax magic requires some planning!

Course is appropriate for all brokers, though some of the concepts will resonate quicker with "old hands"!



Using LinkedIn to Grow Your Practice **Presenter: Jimmy Coleman**



LinkedIn is the fastest growing social platform on the planet and the best platform to speak with business owners. However, using it the wrong way will lead to hours wasted, opportunities missed and relationships with your prospects damaged.

Jimmy Coleman is the Founder of Grow & Give. He has developed a 4 step system on LinkedIn that has led to over 10 million dollars worth of sales. In this workshop Jimmy will reveal the secrets to 4 simple steps to 8 figures on LinkedIn.



Acquisition Lending for Goodwill Transactions: From Add-backs to Closing

This 4-hour workshop begins by going through many of the most common cash flow add back items most consider SDE along with the lenders view on each of them. Steve then explains many of the creative structuring methods that can benefit the larger goodwill transactions and higher net worth borrowers.

Every attendee is sure to leave with a greater knowledge of today's financing options and possibilities in this ever-changing market. If you consider financing for any of your listings, then this is a don't miss workshop.



Stephen "Steve" Mariani, Owner, Diamond Financial Services (DFS)

Over the past 22 years Diamond Financial Services has been helping small business owners realize their dreams by funding over \$1 Billion in acquisition loans. Since that time Diamond has become largest privately owned non-bank SBA acquisition loan generator in the nation serving ONLY the broker markets. Steve has been traveling the country for many years where he educates intermediaries through workshops and presentations. He is a 2019 IBBA Board member and has also been producing and presenting broker training webinars and workshops for the last 9 years at every IBBA conference event.

Steve Mariani, owner, started Diamond Financial Services in 1996 with the vision to create a company that focuses on assisting businesses secure financing. Personally owning 7 previous companies makes him uniquely qualified to structure financing options to best benefit all parties involved.

His understanding of SBA rules also allows for providing the most aggressive financing available nationwide. Steve has seen the difficulty and challenges in securing business loans to acquire a business so he immediately immersed himself and learned the intricate, complicated world of the SBA (Small Business Administration) loan process. He mastered the SBA SOP (Standard Operating Procedure) rules and regulations and has become a major source for many national lenders. Business Brokers, lenders and owners nationwide seek Steve's advice and he has become the "expert" in SBA loans.

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



PRIZE DRAWINGS RANDOM TIMES THROUGHOUT THE DAY

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