



The Midwest's **Business Selling Specialists™**

## BEACON Business Group Marketing Action Steps

At BEACON Business Group, our dedicated marketing and technology team is continually spreading the word about our listings, including accessing our artificial intelligence-driven proprietary database to find the right buyers for our clients' businesses. Here is the activity you can expect when you list your business with us. **Note:** Through all these marketing efforts, we make strict confidentiality a primary priority. A non-disclosure Agreement and a buyer financial profile must be completed and signed before we will share any confidential information about your business.

- Creation of a **Summary of Investment Opportunity (SIO)**, a teaser about your business that provides just enough to attract the attention of potential buyers without divulging identifying or confidential information.
- Creation of a **Confidential Business Review (CBR)**, which tells a more-in-depth story about your business: location, history, operations and processes, staff, product mix and/or services provided, marketing strategies, competitive advantages and, of course, financials. Again, completion of a non-disclosure Agreement and buyer financial profile are required to gain access to this document.
- Placement of the listing (for the duration of your listing Agreement) on the BEACON website: [www.beaconbiz.net](http://www.beaconbiz.net)
- Highlights about the listing in biweekly/monthly email newsletters to our proprietary database of business advisors and qualified investors, with links to the listing on our website.
- Targeted postal mailings to qualified investors from our database who have interest in your industry sector.
- Placement of the listing (for the duration of your Agreement), at our expense, on BizBuySell and BizQuest websites through Brokerworks, which is the largest business-selling network in the U.S., feeding into 175-plus additional sites. Additional "spotlight" promotions for the listing as needed.
- Placement of the listing (for the duration of your Agreement), at our expense, on Businesses for Sale and Axial Markets websites, with additional promotions as needed.
- Regular biweekly posts about the listing on BEACON's social media accounts:
  - Facebook
  - Google
  - LinkedIn
  - Twitter
  - Bing
- Ongoing communication with your Business Broker along with biweekly email updates from BEACON's Brokerage Manager detailing all activity for your listing.