

JULY 2024

EXCELLENCE BUSINESS BULLETIN

BY FIRST CHOICE BUSINESS BROKERS
EXCELLENCE TEAM

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FIRST^{1st}CHOICE BUSINESS BROKERS **30** CELEBRATING Years

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EXCELLENCE TEAM
Offices in CA, TX & FL



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Welcome to the Excellence community!

Encompassing the vibrant landscapes of Dallas, Riverside, and now Miami, we warmly welcome our esteemed business community. Within these pages, discover enlightening articles, stay informed about upcoming events, and explore business listings. Join us in this refined space dedicated to knowledge and connections. Your journey into the world of business excellence begins here. Happy reading!

[Riverside Listings](#)

Considering Seller Financing

It provides a strategic advantage in business transactions by offering a loan to cover part of the purchase price. This approach attracts serious buyers, bypasses traditional bank complexities, offers flexibility, and potentially increases the final sale price.

Maximizing Transaction Potential

Seller financing, where the seller provides a loan to cover part of the purchase price, is a common practice that can significantly benefit both parties. This approach often bypasses the complexities of traditional bank financing and can lead to a higher final sale price for the seller. By offering seller financing, sellers demonstrate their confidence in the business, which can attract serious buyers. However, sellers must perform due diligence, such as checking a buyer's financial stability and creditworthiness, as they assume the role of the bank.

While seller financing stimulates buyer interest and offers greater flexibility, it comes with additional responsibilities and paperwork. Sellers can protect themselves with safeguards like contracts allowing them to reclaim the business if financing fails within a 30-to-60-day window and clauses requiring the new owner to maintain inventory levels. Despite the extra effort, seller financing can be a powerful tool for business owners looking to buy or sell, underscoring the seller's belief in the business's value and making it a worthwhile consideration.



Mastering Social Media for Small Businesses

Social media has become an indispensable tool for small businesses looking to enhance their online presence and engage with customers. Platforms like Facebook, Instagram, and LinkedIn offer unique opportunities to showcase products or services, interact directly with audiences, and build brand loyalty.

1. Engaging Audiences with Creative Content

Creating compelling content that resonates with your target audience is key to success on social media. Whether through informative posts, visual storytelling, or interactive polls, content should align with your brand voice and provide value to followers. Consistent posting schedules and utilizing hashtags relevant to your industry can expand reach and amplify visibility across platforms.

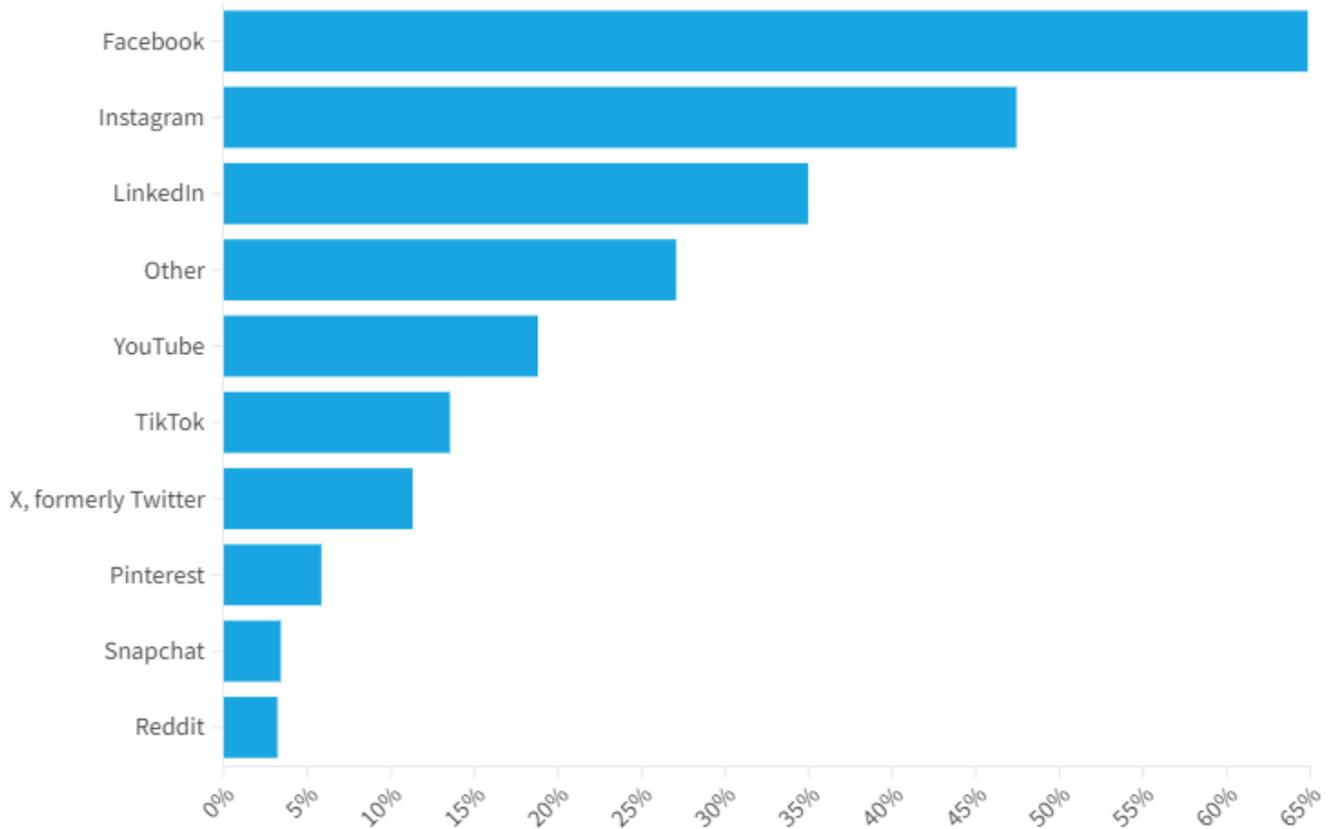
2. Harnessing Data for Growth

Utilizing analytics tools provided by social media platforms allows businesses to measure the effectiveness of their strategies. Tracking metrics such as engagement rates, follower growth, and click-through rates provides valuable insights into audience preferences and content performance. By analyzing these data points, businesses can refine their approach, optimize content strategies, and allocate resources more effectively to achieve their marketing goals.

3. Amplifying Visibility through Strategic Advertising

Incorporating social media advertising into your strategy can enhance visibility and target specific demographics or interests. According to Statista, social media advertising spending is projected to reach over \$192 billion worldwide by 2024. Paid promotions, sponsored posts, and targeted campaigns can amplify reach beyond organic efforts and drive conversions.

What Social Media Platforms Do You Use to Market Your Business or Products?



Source: [BizBuySell Insight Report Q1 2024](#)



Less than 20% of business owners report using YouTube, TikTok, X (formerly known as Twitter), Pinterest, Snapchat, and Reddit. Most businesses are leaning into a variety of social media platforms to diversify their presence online to leverage the unique features of each platform to effectively reach and engage target audiences. While small businesses are diversifying their social media presence,

In conclusion...

Leveraging social media effectively empowers small businesses to build brand awareness, engage with customers, and drive growth. By crafting compelling content, leveraging analytics insights, and exploring advertising opportunities, businesses can maximize their impact on social platforms. Embracing a proactive approach to social media management enables businesses to establish a strong digital presence, connect authentically with their audience, and achieve sustainable success in the digital age.

Our Featured Listings of the Month

Discover more listings and find your next venture!

[Riverside Listings](#)

Dynamic Race Track in California

\$2,150,000

Gross Revenue: \$1,800,000

Year Established: 1995

Square Feet: 1,219,680 sqft

Reason for sale: Retirement.

[DISCOVER MORE](#)



Aesthetics & Wellness Medical Spa in Orange County

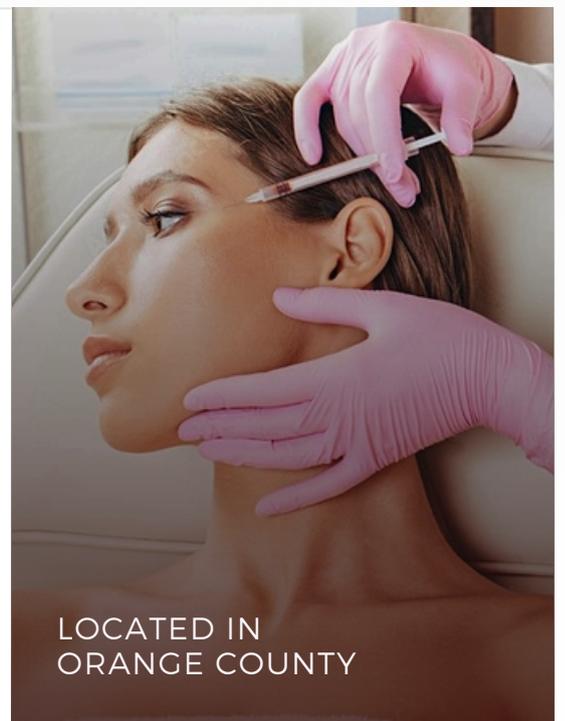
\$360,000

Year Established: 2022

Square Feet: 1,200 sqft

Reason for sale: Personal reasons

[DISCOVER MORE](#)



Upcoming Business Events

SOCAL | JULY 2024



HOW TO SET UP & REGISTER YOUR BUSINESS

Monday, July 8th • 3 - 5pm PDT

Webinar - Long Beach

This in-depth webinar addresses a multitude of important topics regarding legal entities and other important decisions you will need to make as a business owner. One of the first decisions will include how the company will be structured. Because of this, we will cover the basics of regulatory filings that permit new owners to properly set up entities in California.

SMALLBIZ TALK: SOLUTIONS FOR YOUR SMALL BUSINESS

Wednesday, July 17 • 10 - 11am PDT

Register here

This is SmallBiz Talk with small business expert and LA SBDC business advisor Lori Williams. Join her as she covers key business topics through instructional information, real life situations, guest speakers and interviews.

GENERAL BUSINESS NETWORKING

Wednesday, July 17 • 6 - 8pm PDT

State Social House, West Hollywood, CA

Strive welcomes you to 'General Business Networking', LA's hottest networking event! Are you interested in business? Want to elevate your career? Meet Consultants, Software Engineers, Entrepreneurs, and more who are active in the space or are eager to get started.

HUMAN RESOURCE MANAGEMENT WORKSHOP

Monday, July 29 • 9am - 5pm PDT

Inglewood, CA

The business landscape is changing. Traditionally, tasks like recruitment, performance management, and employee relations were handled by the Human Resources (HR) department. However, increasingly, these responsibilities are being diffused throughout the organization and added to the workload of managers.

Upcoming Business Events

SOCAL | JULY 2024

REVENUE – WOMEN’S ENTREPRENEUR WORKSHOP

Sunday, July 28 • 11am - 2pm PDT

T1500 Alhambra Road Alhambra, CA

This workshop is designed to provide invaluable support and resources to aspiring women entrepreneurs. This workshop is designed for women that are thinking about starting a business or in their first years of starting a business. This event will provide you with the tools and confidence you need to succeed while connecting with like-minded individuals and expanding your business networks.

INTERNET OF THINGS - BUSINESS PERSPECTIVES

Tuesday, July 23 • 9am - 5pm PDT

Palmdale, CA

The course covers the basic concepts, terminology, and key components of IoT. It explains the business perspectives of IoT including the advantages of early adoption and monetization models. It further expands on the technologies enabling IoT and the various challenges to expect. Several scenarios describe the use cases and applications of IoT that result in smart applications and services to inspire organizations making the move to IoT.



MASTER THE ART OF SELLING

Monday, July 22 • 9am - 5pm PDT

Burbank, CA

Join us for an immersive 1-day workshop where you'll learn the essential sales skills to boost your success in the competitive business world. Covering topics like effective communication, and building lasting client relationships.

WOMEN IN BUSINESS CONNECTIONS MEETUP

Tuesday, July 23 • 8:30 - 10am PDT

433 South Cataract Avenue San Dimas, CA

We will ask for your email and other contact details at the monthly meetups for our signup sheet. The monthly list gets published on our private Facebook group with the purpose of the attendees connecting with each other. Please note that photographs will be taken throughout the meeting. These will be used by WIBC for marketing on our website and in social media or in any third party publication.



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If you are looking to buy or sell a business

**Call us at
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