What Does a Business Broker Do?

A Practical Guide to One of Business's Best-Kept Career Secrets



TPBBA

The Professional Business Brokers Association

What Does a Business Broker Do?

A business broker is a professional who facilitates the buying and selling of businesses. Think of them as the matchmakers of the business world—connecting sellers who want to move on from their businesses with buyers who are eager to own and operate a company. But there's much more to the role than just making introductions.

As a business broker, you play a crucial role in guiding clients through the often-complex process of buying or selling a business. From the moment a business owner decides they want to sell, to the point where a deal is signed, you're there every step of the way to ensure a smooth transaction. Your job goes beyond just being a liaison between the buyer and seller. You'll be:

1. **Valuing the Business:** A key responsibility of a broker is to assess the true value of a business. This involves analyzing financial statements, assets, market conditions, and growth potential. It's your job to make sure the seller gets a fair price, and that the buyer isn't overpaying. Your expertise in valuation can make a huge difference in the deal's outcome.
2. **Marketing the Business for Sale:** Once a business is listed, the broker is responsible for marketing it to potential buyers. This could involve creating a detailed business profile, advertising online, contacting potential buyers, and even utilizing your personal network. You'll craft a persuasive narrative that highlights the business's strengths, giving it the best chance to attract serious buyers.
3. **Screening and Qualifying Buyers:** A critical part of the process is making sure that the buyers you bring to the table

are serious and financially capable. You'll conduct interviews, assess their financial qualifications, and ensure that they understand the business they're looking to purchase. You'll also help buyers understand the process and educate them on the key considerations before committing to a purchase.

4. **Negotiating the Deal:** This is where the art of brokering comes into play. The negotiations can be complex and emotional sellers want to get the best possible price for their hard work, while buyers want a good deal. Your skill as a negotiator can make or break a deal. As a business broker, you will work with both parties to ensure that everyone's interests are aligned, and a fair agreement is reached.

5. **Managing the Transaction Process:** Once the terms are agreed upon, a business broker oversees the final stages of the transaction, ensuring all paperwork is in order, contracts are signed, and legal requirements are met. You'll liaise with accountants, attorneys, and other professionals to ensure a smooth closing process. You are the go-to person, ensuring everything falls into place.

6. **Providing Ongoing Support:** Even after the deal is closed, your role isn't entirely over. Brokers often provide post-sale support, helping the buyer transition smoothly into the business and making introductions to key contacts, vendors, and clients.

In essence, a business broker is a trusted advisor and a problem solver. Whether you're working with a first-time buyer or an experienced entrepreneur, your job is to ensure that the transaction is handled with professionalism, expertise, and care. You'll be making a real difference in people's lives, helping business owners transition into retirement or new ventures while simultaneously

helping buyers realize their dream of business ownership.

This role requires strong interpersonal skills, a deep understanding of business finance and valuation, and the ability to navigate complex negotiations. If you enjoy working with people, solving problems, and being at the heart of exciting business deals, becoming a business broker could be the perfect career for you.

Why Now Is a Good Time to Become a Business Broker

Timing is everything in business—and right now, the timing couldn't be better to become a business broker.

We're standing at the intersection of one of the greatest business ownership transitions in modern history. Tens of thousands of small and mid-sized businesses are changing hands every year—and that number is only growing. Why? Because millions of business owners are retiring, pivoting after the pandemic, or simply ready to move on. Meanwhile, more people than ever are looking to buy existing businesses rather than start from scratch. This creates a perfect storm of opportunity for those positioned to guide the process.

That's where business brokers come in.

1. Massive Market Movement: The Great Business Transfer

The Baby Boomer generation owns a huge portion of the small and medium-sized businesses in the U.S. and globally. As they reach retirement age, there's a tidal wave of businesses hitting the market. According to industry reports, nearly 60% of all small business owners plan to sell their business in the next decade. That's millions of potential transactions—and each one needs a broker.

This trend isn't slowing down—it's accelerating. And these business owners don't want to hand over their life's work to just anyone. They're looking for professionals who can protect their legacy, find the right buyer, and get them the best possible price. You can be that professional.

2. Buying Businesses Is the New Entrepreneurship

More people are realizing that buying a business is faster, safer, and more profitable than building one from scratch. Whether it's someone who was downsized from a corporate job, a young entrepreneur looking for a smart investment, or a private equity group expanding its portfolio—buyers are actively looking.

But most of them don't know how to find the right business or navigate the process. Business brokers are the bridge. You help connect the dots, protect your clients' interests, and ensure a win-win outcome. That kind of guidance is not just helpful—it's invaluable.

3. Post-Pandemic Shift: A Reset That Created Opportunity

The global pandemic changed the way people view work and business. Many professionals are walking away from corporate jobs and looking to control their own destinies. Owning a business offers freedom, flexibility, and financial potential that corporate careers simply can't match.

At the same time, many business owners who weathered the storm are now exhausted and ready to sell. This unique moment is creating an ideal environment for business brokers to thrive.

4. Low Barrier to Entry, High Potential for Profit

Unlike other high-income professions, becoming a business broker doesn't require a college degree, expensive equipment, or years of formal education. What it does require is dedication, professionalism, and people skills. You can train and launch your career quickly, often in less time than it takes to earn a real estate license.

And once you're up and running? The income potential is substantial.

5. Recession-Resilient & Industry-Agnostic

Brokering businesses is not tied to any one sector. Whether you're helping someone buy a restaurant, a childcare center, a cleaning company, or a manufacturing firm—the process is similar. That means your opportunities are endless. Business brokering also tends to remain active during economic downturns, since people are always buying and selling—even in tough times.

When people get laid off, they look to buy businesses. When the market shifts, investors look for new opportunities. Your role as a broker puts you at the center of this economic movement.

In short? There's never been a better time to become a business broker.

This career isn't just about commissions. It's about helping people change their lives, build wealth, and transition into new chapters. You're not just selling businesses—you're building legacies and creating new beginnings.

The opportunity is here. The timing is perfect. The only thing missing is you.

The Baby Boomer Impact – A Golden Opportunity for Business Brokers

Every generation leaves its mark on the economy—but none quite like the Baby Boomers. Born between 1946 and 1964, Baby Boomers are one of the largest and most financially influential generations in history. They've built businesses, accumulated wealth, and shaped entire industries. But now, they're retiring in record numbers—and their exit is creating an unprecedented wave of opportunity for business brokers.

The Numbers Don't Lie: The Boomer Retirement Wave

Every day in the United States, approximately 10,000 Baby Boomers turn 65. That trend began in 2011 and will continue well into the 2030s. Many of these Boomers are not just retiring from corporate jobs—they're stepping away from businesses they've owned and operated for decades.

According to the Exit Planning Institute, over 4.5 million businesses in the U.S. are owned by Baby Boomers. These businesses account for trillions of dollars in wealth—and most of them will be sold, handed down, or quietly closed within the next 5 to 10 years.

But Here's the Catch: Most Don't Have a Succession Plan

Nearly 70% of small business owners do not have a formal succession or exit plan in place. Many of them are unsure of how to value their business, find a buyer, or prepare their business for sale.

Others are emotionally attached to their business and simply don't know where to start.

That's where you, the business broker, come in.

You have the chance to become their trusted advisor—to walk them through the process of letting go of something they've built; while ensuring they get the financial reward they deserve. This is not just a job—it's a mission. You're helping them retire with peace of mind, while also guiding new buyers toward their dream of ownership.

A Generational Shift = Generational Opportunity

Let's put it in perspective:

- More than 12 million Baby Boomers are small business owners in North America.
- An estimated 70% of those businesses will need to change hands in the next 5–10 years.
- That equates to millions of transactions, with each one requiring negotiation, valuation, marketing, and execution.

The result? A booming industry for business brokers. If you position yourself now, you'll be in high demand for years to come.

What Types of Businesses Are Being Sold?

Everything from mom-and-pop operations to multi-million-dollar enterprises:

- Daycares, schools, and tutoring centers
- Manufacturing companies
- Restaurants and catering services

- Medical clinics and dental offices
- E-commerce stores and tech startups
- Cleaning, HVAC, and construction companies
- Franchises and service-based businesses

These are real businesses with real value. And someone has to step in to handle the transfer of ownership with professionalism and care.

In summary: The Baby Boomer retirement wave isn't just a demographic trend—it's a business broker's goldmine. This is your moment to help millions of entrepreneurs exit with dignity while helping the next generation take the reins.

The next 10 years will define who steps into this space and capitalizes on one of the most significant wealth transfers in small business history. Will you be one of them?

Income Potential – Unlocking a 6-Figure Career

Let’s talk about money—because if you’re considering becoming a business broker, you deserve to understand the real earning potential.

Business brokering isn’t just a feel-good career. It’s also one of the most lucrative professions you can get into with low startup costs and high returns. While income can vary depending on experience, effort, and the size of deals you close, many brokers earn well into the six figures—and beyond.

So, how do business brokers get paid?

Most business brokers work on commission, much like real estate agents. The typical structure looks like this:

- Businesses under $1 million: 10% to 12% commission is standard.
- Businesses over $1 million: Often use a sliding scale (e.g., 10% on the first $1M, 8% on the next, etc.).
- Flat fee arrangements: Sometimes used for small deals (e.g., $15,000 minimum).
- Retainers: Some brokers also charge upfront or monthly fees for services like business valuations or exit consulting.

Let’s look at a few real-world examples:

Deal Size	Commission Rate	Broker Earnings
$150,000	Flat fee: $15,000	$15,000

Deal Size	Commission Rate	Broker Earnings
$350,000	10%	$35,000
$1,200,000	Tiered (10%/8%)	~$110,000

Now imagine you close just one deal per quarter worth $500,000. That's 4 deals a year at 10% = $200,000 a year. And many experienced brokers handle 8–12 deals annually—or even more with a team or assistant.

What Determines How Much You Make?

Several key factors impact your income as a broker:

- How many clients you serve: More listings = more closings.
- What size businesses you represent: The bigger the deal, the bigger the payday.
- Your niche: Brokers who specialize (e.g., childcare, med spas, construction companies) often command higher fees.
- Your skills: Strong negotiators, marketers, and networkers close more deals faster.
- Your reputation: Referrals and repeat clients are gold in this business.

Do I Need to Work Full-Time to Make Six Figures?

Not necessarily. One of the beauties of business brokerage is flexibility. Some people work part-time and make an extra $50,000–$80,000 a year. Others go all-in and earn $250,000, $500,000, or even $1M annually.

The truth is: you control your income.

You’re not trading hours for dollars—you’re trading deals for dollars. That’s a powerful position to be in.

How Much Does It Cost to Get Started?

Compared to other six-figure careers, business brokering has a very low barrier to entry:

- No expensive college degree required
- No costly inventory, office space, or staff needed
- Initial training may cost a few thousand dollars (well worth it)
- Marketing, branding, and networking are your biggest early investments

Your main asset is you—your knowledge, your professionalism, and your ability to close deals.

Bottom line: Business brokering offers one of the most exciting combinations in any career: low overhead, high income potential, and massive market demand.

If you’re ready to earn what you’re worth—without punching a clock or being micromanaged—then this is your lane.

Flexible Hours & Work-Life Balance – Build a Life You Actually Want

Imagine a career where you can make six figures, set your own schedule, work from anywhere, and still have time for your family, faith, health, and personal goals.

That’s not a fantasy. That’s the reality of being a business broker.

Unlike traditional 9-to-5 jobs, business brokering offers flexibility that few other high-income careers can match. If you value time freedom and autonomy, this might be one of the most appealing reasons to step into this profession.

You Control the Clock

As a business broker, you’re an independent professional. You choose:

- When you work
- Where you work
- How many clients you take on
- What industries you focus on
- Whether you work solo or build a team

You’re not tied to a desk, a manager, or a rigid schedule. While there will be calls, meetings, and deadlines to hit, you can build your workweek around your life—not the other way around.

Want to take Wednesdays off to volunteer, spend time with your kids, or go to brunch? You can.

Need to attend a conference or take a business trip to Africa or Europe? Your business can travel with you.

Prefer working early mornings or late evenings? That's your choice.

Work-Life Balance Is Built Into the Model

Most business brokers don't clock 40+ hours per week unless they want to. In fact, many successful brokers report working 25–30 focused hours per week—and earning more than they did at full-time jobs.

Here's how this balance is possible:

- You're commission-based, so your income isn't tied to hourly work.
- You don't need to be "on" all the time—some parts of your job (like marketing and lead generation) can be automated.
- Your clients are business owners, so meetings often happen during regular business hours—no graveyard shifts or round-the-clock availability.
- You decide how many listings you manage at a time, which allows you to avoid burnout.

This is especially powerful if you're a parent, caregiver, or entrepreneur looking to stack multiple income streams.

Remote Work? Absolutely.

Business brokerage doesn't require a physical office. You can work:

- From your home office

- At your favorite coffee shop
- While traveling (yes, even internationally)
- In co-working spaces or on the go

Most communication is done via phone, email, Zoom, or in-person meetings when necessary. Listing presentations, buyer consultations, document signings, and negotiations can all be handled digitally.

Ideal for Career Changers and Freedom-Seekers

If you're coming from a corporate career and feel burned out or boxed in, business brokering offers the perfect transition into a more fulfilling way to work. It's ideal for:

- Former executives or sales professionals
- Stay-at-home parents reentering the workforce
- Retirees looking for a flexible second career
- Entrepreneurs who want steady income alongside their ventures
- Ministers, life coaches, and mentors who want to align career with calling

You don't have to trade time for money anymore. You don't have to miss family moments or cancel vacations to keep your boss happy. You're the boss now.

In short: Business brokering offers you more than income—it offers freedom. The freedom to create your own schedule. The freedom to work from anywhere. The freedom to say yes to what matters most in your life.

You get to earn a living and live a life.

The next section will show you just how few people are in this career—and why that's great news for you.

The Number of Active Brokers – A Wide-Open Market with Room for You

Most people have heard of real estate agents, insurance agents, and financial advisors. But ask the average person what a business broker is, and they'll probably say, "I've never heard of that."

And that's exactly why this profession is so full of opportunity.

Business brokering is one of the most overlooked, underserved, and underpopulated professional industries in America—and globally. This low visibility means less competition and more opportunity for new brokers to step in and dominate their local or niche markets.

Let's Look at the Numbers

While there are over 3 million licensed real estate agents in the United States, the number of active business brokers is dramatically smaller.

According to industry reports:

- There are fewer than 15,000 full-time business brokers in the entire U.S.
- That's just 1 broker for every 200+ businesses that might need to sell.
- Many major cities have fewer than 100 active brokers, while some rural or underserved regions have none at all.

Now compare that to the number of businesses that need help:

- Over 12 million small businesses in the U.S. are expected to change hands in the next 10–15 years.
- Nearly 70% of those owners have no idea where to start or how to find a buyer.
- An estimated $10 trillion in business value will be transferred in that time frame.

The supply of brokers simply doesn't match the demand—and that's your opportunity.

Why Aren't There More Business Brokers?

There are a few reasons this industry is still wide open:

1. Lack of awareness – Most people don't even know the career exists.
2. No national licensing requirement – It's not like real estate or law where licensing is heavily regulated.
3. Misconceptions – People think it's only for accountants or MBA grads (not true).
4. No clear entry path – Until recently, there haven't been accessible training programs for newcomers.

But as awareness grows and more Baby Boomers exit their businesses, the need for qualified, trained brokers will skyrocket.

You're entering the market before the wave hits full speed—and that means you can claim your territory, grow your reputation, and build a name for yourself before the masses catch on.

Niche Yourself, and You'll Stand Out Fast

Another key advantage? You don’t need to be the best broker in the world—you just need to be the go-to broker in your niche or in your area.

You can specialize in:

- Childcare and daycare businesses
- Restaurants and food services
- Beauty salons and wellness spas
- E-commerce and online stores
- Senior care and home health
- Construction and trades
- Professional services (law, accounting, etc.)
- Minority-owned or women-led businesses

Becoming a specialist helps you gain trust faster, build deeper referral networks, and command higher fees.

It’s Still Early

The business broker profession is where real estate was 30 years ago—known to a few, but not yet saturated. It’s still in its early days, which means early adopters get the biggest rewards.

If you want to be first, best, and top-of-mind in your city or sector, now is the time to step in.

In summary: The number of active brokers is shockingly low compared to the demand. That’s not a problem—it’s a powerful advantage. The field is wide open, and you can position yourself as a leader before it becomes crowded.

The opportunity is real. The market is ready. The only question is: Are you?

Why This Is the Perfect Time to Become a Business Broker

If you're looking for the right time to pivot into a new career, this is it.

The market is moving. Generational shifts are happening. The economy is recalibrating. And most importantly—business owners need help. Right now. Today.

In this chapter, we're going to show you why timing is everything—and why stepping into business brokerage in this very moment could change your life forever.

1. The Great Business Transfer Has Already Begun

You've probably heard about the "Great Resignation." But here's what's really happening: The Great Business Transfer.

- Baby Boomers own nearly half of all U.S. businesses.
- More than 12 million of them are looking to retire in the next 5–10 years.
- Many of them have no children willing (or able) to take over the business.
- They need help. They need exit plans. They need buyers.

And who's going to help them?

Business brokers.

This is the moment where you can step in and be the answer.

2. Business Owners Are Looking for Solutions

Most small business owners are experts at running their business, but not at selling it. They're often overwhelmed, emotional, and unprepared for the process.

They don't know how to:

- Value their business accurately
- Find qualified buyers
- Keep the sale confidential
- Structure financing
- Negotiate favorable terms
- Exit with peace and profit

As a trained broker, you become their trusted advisor, negotiator, and transaction manager. You're not just making deals—you're making dreams come true.

3. COVID Changed the Game—Forever

The pandemic changed how people think about work, wealth, and lifestyle:

- Corporate burnout hit hard.
- People want more control over their time and income.
- Online businesses exploded.
- Entrepreneurship is now a primary career path.

This has created a massive spike in first-time buyers looking for cash flow, freedom, and fulfillment. More buyers = more demand = more deals = more income for you.

You'll be connecting the dots between retiring sellers and rising entrepreneurs. That makes you invaluable.

4. It's a Low-Cost, High-Return Career Move

Unlike other six-figure careers, business brokering doesn't require:

- A college degree
- Years of experience
- Expensive startup costs
- A massive client base
- A brick-and-mortar office

With the right training, mentorship, and systems, you can:

- Start part-time and grow into full-time
- Keep overhead extremely low
- Work from home or on the go
- Earn 5- to 6-figure commissions on each deal
- Create your own brand or work under a firm

And the startup cost? Often under $2,000 to get trained, branded, and supported—less than a semester of community college.

5. AI Can't Replace You

In a world of increasing automation, many jobs are at risk. But business brokering is built on:

- Human relationships
- Negotiation skills

- Emotional intelligence
- Personalized guidance

This career is AI-resistant. You are the human connection in a high-stakes, personal decision. No bot can replace that.

6. The Market Is Recession-Resilient

Even in tough economic times, businesses are bought and sold:

- Owners exit due to illness, divorce, or burnout.
- Buyers look for distressed or discounted opportunities.
- Investors shift toward cash-flowing assets.
- Mergers and acquisitions increase during downturns.

In other words: business brokers stay busy—in any market.

To sum it up: There's no better time than right now.

- Baby Boomers are exiting.
- Buyers are entering.
- The economy is shifting.
- The industry is wide open.
- The income potential is real.
- And you? You're perfectly positioned to win.

This isn't just a new job. It's a new life—with freedom, fulfillment, and the power to help others along the way.

Real Stories, Real Brokers, Real Income

It’s one thing to read about business brokerage—it’s another to see real people changing their lives with it. This chapter highlights stories of everyday people who stepped into this career and never looked back.

No fluff. No gimmicks. Just real brokers making real money while living life on their own terms.

Story #1: Lisa – The Stay-at-Home Mom Turned Deal Closer

Lisa was a 42-year-old mom of three who had spent the last decade at home, supporting her husband and raising their kids. When her youngest started high school, Lisa wanted to re-enter the workforce—but on her terms.

She had no prior sales experience, no fancy degree, and hadn’t worked in years.

Through a short online training, Lisa learned how to become a business broker. She started part-time, working from her kitchen table, reaching out to small local businesses through email and phone. Within three months, she closed her first deal—a $250,000 cleaning company—and earned a $25,000 commission.

Three years later, Lisa now works 25 hours per week, takes summers off, and has a personal goal of closing just six deals a year. At $20K average commission per deal, she earns over $120,000 annually—without missing her daughter’s volleyball games.

Story #2: Jerome – The Burned-Out Executive Who Wanted Freedom

Jerome had climbed the corporate ladder in a Fortune 500 company. He had the title, the salary, the stress—and none of the joy. At 50, he was burnt out and ready for something new.

After taking a business broker training program, he launched his own boutique brokerage focused on construction and logistics companies—an industry he knew well.

Jerome closed five deals his first year, netting just under $200,000 in commissions. But more importantly, he gained control over his time, built relationships with business owners he respected, and finally felt like he was building his legacy, not someone else's.

Story #3: Tasha – The Minister & Mentor with a Marketplace Calling

Tasha was a minister and motivational speaker who felt called to help people build generational wealth, especially in underserved communities. She discovered business brokering as a way to blend marketplace work with ministry.

Tasha started a brokerage focused on minority- and women-owned businesses. She uses her platform to educate communities about buying and selling businesses as a wealth strategy.

With one listing alone—a $750,000 beauty supply chain—she earned a $75,000 commission, helped a retiring owner exit with dignity, and placed the business in the hands of a young Black entrepreneur ready to scale it nationally.

What Do These Stories Have in Common?

- They started where they were.
- They didn’t have perfect resumes.
- They followed a simple process.
- They chose their niche.
- They built wealth by serving others.

None of them started with experience. They started with desire. And now they’re earning more, working less, and creating lives filled with purpose, profit, and freedom.

This Can Be Your Story

If you’ve ever wanted:

- A career that pays well and feels right
- A way to serve people while building wealth
- Time freedom and location independence
- A meaningful second act or side hustle
- A way to teach others and leave a legacy

…business brokering might be your door.

You don’t need to wait for permission.

You don’t need to have it all figured out.

You just need to start.

Final Words: Your Next Steps

If this eBook lit a fire in you, don't let it die out. The opportunity is real—and waiting for people just like you.

Here's what you can do next:

1. **Get Trained –** Invest in a step-by-step business broker training program.
2. **Pick a Niche –** Choose an industry or area where you can add value.
3. **Join a Community –** Surround yourself with other brokers and mentors.
4. **Get Support –** Become an association member and take advantage of contracts, forms, templates and more.
5. **Take Action –** Contact The Professional Business Broker Association for upcoming class schedules.

Because the only thing between you and your six-figure future… is the decision to begin.

"Change your life. Own a business. Or help others own one. Either way, you win."

FOR MORE INFORMATION ON BECOMING A BUSINESS BROKER AND CLASS SCHEDULES

VISIT US AT

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