



## SYLLABUS: CERTIFIED BUSINESS BROKER (CBB) - CRN 40229

**Program Director:** Richard C. Wilson  
**Exam Dates:** Daily  
**Email:** [Team@Certification.com](mailto:Team@Certification.com)

**Time:** Self-Paced Program  
**Location:** 100% Online

### LEARNING PLATFORM INCLUDES:

- 23 Video Modules (Download or Stream Online)
- 7 Expert Audio Interviews in Mp3 Format (Download or Stream Online)
- Self-Grading Practice Examination (Excel Format)
- 2 Required Readings

### LEARNING OBJECTIVES OF THE CBB:

- How to quickly estimate the value of a business
- How to apply more extensive analysis to reach a valuation range that will stand up to scrutiny from sellers, buyers, bankers and CPA's
- How to handle common objections from sellers and buyers?
- How to prepare a listing agreement for selling a business?
- How to prepare a confidential profile of a business for sale?
- How to differentiate yourself from real estate agents
- How to explain the true, quantifiable differences between big and small business?
- How to understand how buyers and sellers think. What their motivations and fears are, and how to help them as a professional intermediary
- How to communicate with others using industry specific terminology, not just jargon but with knowledge
- How to position yourself as a knowledgeable and capable business broker with employers, and clients.
- How to respond to common questions and objections of buyers and sellers
- How to create an authority position for your firm in the industry, which will bring continuous new clients and co-brokering opportunities

### PROGRAM REQUIREMENTS:

**Self-Management:** The Certified Business Broker (CBB) is a self-study certification program. We greatly want to see you succeed, but your success depends on and directly corresponds to the amount of time and effort you put into learning the material, read the required texts and ask questions as they arise.

**REQUIRED TEXTS:** These books are available online and in most bookstores.

1. *Buying a Business to Secure Your Financial Freedom: Finding and Evaluating the Business That's Right for You* by Ed Pendarvis ISBN#978-0071450867
2. *Unlocking the Value of Your Business: How to Increase It, Measure It, and Negotiate an Actual Sale Price - Easy Step-by-Step Terms* by Tom Horn ISBN#978-087521016

3. *Business Valuation Bluebook: How Successful Entrepreneurs Price, Buy, Sell and Trade Businesses 4<sup>th</sup> Edition* by Chad Simmons ISBN-13: 978-1889150550

**REQUIRED TOOLS:** Internet access and an Internet browser with which to take the online exam and to view the program videos. Internet Explorer and Firefox work best, though most browsers should suffice.

**MASTER'S CERTIFICATE PROGRAMS:** Accredited Certification Institute is proud to offer several advanced Master's Certificates that require the completion of five programs from Accredited Certification Institute platform.

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*For more information and to register for this self-paced business broker training and certification program, please visit our website at:*

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