CABB Annual Productivity Conference

New Economy....

New Opportunities

April 20-21, 2012

Crowne Plaza Los Angeles International Airport
5985 W. Century Boulevard
Los Angeles, CA 90045

New Economy....

Conference Information

The California Association of Business Brokers is dedicated to providing the most enriching educational opportunities to its members. With pride we bring you the 2012 Annual Productivity Conference so that you may optimize your continued efforts in education. In addition to the high-quality education, don't forget about the numerous opportunities to network with your peers and colleagues.

How to Register

Register immediately for the Annual Productivity Conference by completing the online registration form and making your payment online. This can be done by visiting **www.acteva.com/booking.cfm?bevaid=227624**.

All conference pre-registrations must be received by **April 12, 2012.**

- Early Bird CABB Member Registration: **$145 before March 9, 2012**
- Regular CABB Member Registration: **$165 after March 9, 2012**

For more registration rates, please visit the CABB website.

Hotel Accommodations

The conference is being held at the Crowne Plaza Los Angeles International Airport, in Los Angeles, CA.

Reservations: 800-227-6963, or online at **www.ichotelsgroup.com/crowneplaza/hotels/us/en/reservation/roomrate?destination=5985+W.+CENTURY+BLVD+LOS+ANGELES+CALIFORNIA+United+States&hotelCode=laxap&groupCode=CH2&execute=basic**

Group rate: $109.00 (Single/ Double)

Remember to ask for the CABB group rate when making reservations. The deadline for making your hotel reservations within the block is **April 1, 2012**.

Cancellation Policy

Cancellations must be made in writing and received by CABB (via fax or mail) **no later than March 30, 2012** . All cancellations received by March 30, 2012 will be refunded less a $25 processing fee. There will be no refunds for cancellations made after March 30, 2012.

Substitution Policy

If for some reason, after registering, you find you are unable to attend the conference, you may substitute someone else by notifying the CABB office in writing. This can be mailed to 1215 K Street, Suite 2290, Sacramento, CA 95814 or faxed to 916.231.2141.

Guests

Guests may join you for all meal functions provided a separate meal pass is purchased in advance. Your guest will be given a separate name badge for all functions.

CABB Conference Agenda

(Agenda is tentative and subject to change.)

Friday, April 20, 2012

12:00 p.m. – 7:30 p.m.
Registration Open

1:00 p.m. – 1:15 p.m.
Welcome & Conference Kick Off

1:15 p.m. – 2:15 p.m.
Opening Keynote Presentation with Mel Abraham

2:15 p.m. – 3:15 p.m.
Panel Discussion on Adapting to the New Economy

3:15 p.m. – 3:30 p.m.
Break

3:30 p.m. – 5:00 p.m.
Panel Discussion: Legal Aspects

- How to Avoid Lawsuits and Succession Liability
- How to Work More Effectively with Attorneys

5:00 p.m. – 6:30 p.m.
Welcome Reception

Saturday, April 21, 2012

7:30 a.m. – 3:30 p.m.
Registration Open

7:30 a.m. – 8:00 a.m.
Breakfast

8:00 a.m. – 9:00 a.m.
CABB State of the Union

9:00 a.m. – 10:00 a.m.
Workshops

- Social Media/Take Your Practice into the Cloud-But Expect a Little Turbulence
- Selling Under Performing Businesses

10:00 a.m. – 10:15 a.m.
Break

10:15 a.m. – 11:15 a.m.
Workshops

- Conducting Public Record Searches
- Seller Financing/Financing Transactions Using Retirement Funds

11:15 a.m. – 11:30 a.m.
Break

11:30 a.m. – 12:30 p.m.
Workshops

- Financing Transactions: What Lenders Want
- Done Deals/Purchasing Seller Notes

12:30 p.m. – 2:00 p.m.
Lunch with Monty Walker

2:15 p.m. – 3:15 p.m.
Workshops

- Working with the PEGS
- Business Valuation

3:15 p.m. – 3:30 p.m.
Break

3:30 p.m. – 4:30 p.m.
Workshop

- Prospecting/Marketing Your Services/Packaging Businesses for Sale

4:30 p.m. – 5:00 p.m.
Closing Remarks and Success Stories

Workshop Descriptions:

Selling Under Performing Businesses
Most businesses have declined in sales over the past three years and have become increasingly difficult to sell. Learn how to be more successful in selling such companies.

Conducting Public Record Searches
Want to get in on databases that are leading indicators to business sale listings? Join a presentation that will give you a fairly well detailed list of candidates of business owners (with names and contact info) likely to sell their business in the next two to six months in your business scouting area. Be sure to indicate your personal immediate business scouting area by county to the CABB office at elizabeth@cabb.org at least two weeks prior to the conference to get your personalized report.

Seller Financing/ Financing Transactions Using Retirement Funds
With bank financing not readily available, seller financing is a primary source of funding transactions. Learn how to properly structure seller financing to be a win-win for Buyer and Seller. Did you know that buyers can use their retirement funds to finance business acquisitions? Come learn from the experts how that can be done and add one more tool to your tool box to help you complete transactions.

Finding and Using Done Deal Databases
Comps are one of the key data sources used in developing the offering/listing price of a business. We will discuss how to find and use the various "Done Deal" databases, which provide business brokers with the comparable sales information to facilitate developing an offering price. Not only will you learn where to find the databases, but you will also see the differences in the databases, the costs of each, how to get great deals on the cost, and you will learn how to apply the information that each database provides.

Purchasing Seller Notes
Interested in a possible cash-out for your pending deal or for your already-completed seller-financed transaction? Explore how you can arrange for the sale of seller-financed carry-back notes for lump sum cash. Show your clients how to cash out both (1) seller-financed notes that were carried back by sellers on previously completed deals; and (2) not-yet-created seller-financed notes for pending deals.

Working with the PEGs
Private Equity Groups can be a great option to market certain businesses to. Learn how to properly package your deals to obtain their interest. Learn how to identify the right PEG for your deal and how to communicate your business to them. The workshop will also discuss what PEGs are typically looking for in a business.

Business Valuation
This session will address the most burning questions CABB members have about valuing and pricing businesses in 2012. Our presenter, an experienced business broker and certified business appraiser, will build a thought-provoking presentation around the most frequent questions he receives from our members from now until April 1st. Please Email your valuation questions to Al Statz at alstatz@exitstrategiesgroup.com.

Prospecting/Marketing Your Services/ Packaging Businesses for Sale
Come learn from one of the founders of CABB how to more effectively generate new clients, market your services and close more deals.

Take Your Business into the Cloud
Whether you're ready to take the plunge and adopt cloud computing, or you're just starting to test the waters, in this session a fellow Business Broker will give you their real world experience of how they made (and continue to make) the transition into the cloud and lived to talk about it! Explore the risks and benefits of moving to the cloud – along with steps you can take to help make the transition as smooth as possible for your team and your clients.

Social Media 3.0 - for Business Brokers Only!
Just when you finally finished uploading your full LinkedIn profile, Julie Gordon White is back to take you to the next level with "LinkedIn Mastery and Get Ready for Google+." Join Julie in this easy to follow, yet highly impact advanced workshop to ensure that sellers and buyers find you FIRST when searching the web!

Panel Descriptions:

1. **Adapting to the New Economy**
   Success in this new economy requires new approaches and thinking out of the box. We need to expand our services and improve in all areas including upgrading and enhancing the use of technology and technology skills, as well as provide more value added services to our clients. This panel will discuss what works and has been successful and what we can all improve on.

2. **Legal Aspects:**

   How to Avoid Lawsuits & Succession Liability
   Solid steps and actions that will assist you in avoiding ending up in court will be discussed. We will also cover, successor liability (i.e., a buyer being held liable for a seller's obligations). This is a major concern of the business broker on whether or not the buyer will be exposed to any of the seller's liabilities.

   How to Work Effectively with Attorneys
   The terrible truth about lawyers. This panel will share their intimate knowledge of the skills and techniques needed for working with lawyers to your maximum advantage.

3. **Financing Transactions: What Lenders Want**
   This panel will address all the requirements that lenders need to finance a transaction. It is more important than ever to be prepared and have a complete package in order for a lender to consider financing a transaction. The discussion will include all the necessary documents that should be included in a thorough and complete package. The discussion will also include the background requirements that a buyer should have in order to qualify.