

2010 CABB Annual Productivity Conference

# The Millionaire Business Broker

Join us at this year's Annual Productivity Conference for the tips, tools and techniques that will help you earn your first...or next...million dollars in business brokerage.

May 14-15, 2010  
Marriott Los Angeles Airport Burbank  
2500 Hollywood Way  
Burbank, CA 91505



California Association of Business Brokers  
1215 K Street, Suite 2290  
Sacramento, CA 95814  
866.972.2220



# 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 2010 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/go/cabb](http://www.acteva.com/go/cabb). All conference pre-registrations must be received by May 7, 2010.

## Hotel Accommodations

The conference is being held at the Marriott Los Angeles Airport Burbank.

Reservations: 1.800.228.9290 or 818.843.6000

Group rate: \$99.00 (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 21, 2010.

## Cancellation Policy

Cancellations must be made in writing and received by CABB (via fax or mail) no later than April 30, 2010. All cancellations received by April 30, 2010 will be refunded less a \$25 processing fee. There will be no refunds for cancellations made after April 30, 2010.

## 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.



# Agenda



# Conference Agenda

*Agenda is tentative and subject to change.*

## Friday, May 14

12:30 p.m. - 7:30 p.m.  
**Registration Open**

1:00 p.m. - 2:00 p.m.  
**Workshops:**

*Better Broker Communications - The Key to Successful Closings*

*Leases - What You Need To Know to Get Paid*

2:00 p.m. - 2:30 p.m.  
**Break**

2:30 p.m. - 3:30 p.m.  
**Workshops:**

*Better Broker Communications - The Key to Successful Closings*

*Leases - What You Need To Know to Get Paid*

3:30 p.m. - 4:00 p.m.  
**Break**

4:00 p.m. - 5:30 p.m.  
**Opening Keynote Presentation:**  
**Joanne Black, Founder of No More Cold Calling**

*Take Home Your Million: Smart Tactics to Generate Hot Prospects*

6:00 p.m. - 7:30 p.m.  
**Welcome Reception**

## Saturday, May 15

7:30 a.m. - 4:00 p.m.  
**Registration Open**

7:30 a.m. - 8:30 a.m.  
**Networking Breakfast**

8:30 a.m. - 9:00 a.m.  
**Welcome & Opening Remarks**

9:00 a.m. - 10:00 a.m.  
**Keynote Presentation:**  
**Dirk Zeller, Real Estate Champions**

10:00 a.m. - 10:15 a.m.  
**Break**

10:15 a.m. - 11:15 a.m.  
**Workshops:**

*Bottom Line Marketing - Today's Tools for Tomorrow's Success*

*You Earned It, Now Keep It - A Legal Guide To Protecting Your Commissions*

11:15 a.m. - 11:30 a.m.  
**Break**

11:30 a.m. - 12:30 p.m.  
**Workshops:**

*You Earned It, Now Keep It - A Legal Guide To Protecting Your Commissions*

*Bottom Line Marketing - Today's Tools for Tomorrow's Success*

12:30 p.m. - 2:00 p.m.  
**Luncheon**

Co-brokering - Increasing your sales and income. A special presentation of CABB's new Co-Brokering System and how it can impact your productivity. Includes a discussion about the "rules of engagement" and how CABB members can work together to make co-brokering a reality.

2:15 p.m. - 3:15 p.m.  
**Workshops:**

*Finding and Using Done Deal Databases*

*Taxes - Don't Let Them Kill Your Deals*

3:15 p.m. - 3:30 p.m.  
**Break**

3:30 p.m. - 4:30 p.m.  
**Workshops:**

*Taxes - Don't Let Them Kill Your Deals*

*Finding and Using Done Deal Databases*

# Workshop Descriptions

## Better Broker Communications - The Key to Successful Closings

If you've ever taken a back seat at a conference table and listened to your buyer and seller talk, then this is the workshop for you. Take charge of every aspect of your deals by improving your broker communications skills.

## Leases - What You Need To Know

Let's face it, most business brokers are not well-versed in the area of leases. But working with landlords and getting the right lease can often make or break a deal. And, understanding leases can also help open new income opportunities for you in tenant representation when selling franchises or resale businesses.

## Bottom Line Marketing - Today's Tools for Tomorrow's Success

Let's face it, if you're not up-to-speed on tweeting, blogging, LinkedIn, Facebook and all of today's other social networking media, you might as well be using a Rolodex. In this workshop a panel of experts will guide you through the maze of traditional and not so traditional marketing opportunities and show you how to make them all work for best you.

## You Earned It, Now Keep It - A Legal Guide to Protecting Your Commissions

You can't get to be a Millionaire Business Broker if you can't protect the money you earn. In this workshop one of CABB's top legal experts will show you what it takes to protect yourself in the all-too-often litigious world of business sales. This workshop also includes how to stay safe when selling stock.

## Finding and Using Done Deal Databases

Learn how to locate, create, download and selectively apply the various outputs from the numerous Done Deal databases available to Business Brokers, both for initial quick values, and for use in written reports such as Market Pricing of a Business reports. See samples of Input Reports, Output Reports and usage in Market Pricing Reports.

## Taxes - Don't Let Them Kill Your Deals

Savvy sellers know that it's not what you get, but what you keep after taxes that really matters. Knowing the basics of transaction taxation can help you close more deals faster. Taught by a top CPA and M&A professional, this workshop will give the ammunition to win the tax war.

# Register Now!