

MEDIA KIT



CONTENTS:

- About BizByOwner
- Business Overview: The Complete Solution
- The Next Generation of Online Solutions
- Business Launch Press Release

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ABOUT BIZBYOWNER

There's more to selling a business than running a classified ad—you need a Complete Solution. Professional business intermediaries Rick Pike and Don Beezley founded BizByOwner in December 2003 to provide just that...a Complete Solution.

After twenty four months of development, the company's dynamic suite of online tools launched January 23, 2006 at www.BizByOwner.com.



BizByOwner gives owners of small- and mid-sized companies a Complete Solution—everything they need to sell their own business without the expense of a broker:

- **“Business Offering Package”**
On BizByOwner.com, the business owner creates a marketing package that is of a higher quality than most professional brokers would create, at a fraction of the cost.
- **How to Find Buyers & Maintain Confidentiality**
Our **Marketing Resource Center** provides sellers with powerful tools, resources and strategies for finding and qualifying buyers while maintaining confidentiality.
- **How to Close the Deal**
The **Transaction Management Center** takes sellers step-by-step through the entire deal, from initial buyer contact through closing; and provides them with all the customizable contracts, forms and checklists necessary to manage the transaction effectively.
- **Consulting & Support**
Subscribers can choose the level of support they want, from a pure, do-it-yourself approach, to a comprehensive broker support program.

BUSINESS OVERVIEW: THE COMPLETE SOLUTION



“BizByOwner was founded to provide a complete, intelligent solution that allows business owners to create a professional quality Business Offering Package and quickly understand what their business is worth in an online valuation,” said Rick Pike, president and CEO. “Our goal is to provide sellers with all the tools a broker would use—at a fraction of the cost. We not only help them package their business for sale, but provide revolutionary online resources and coaching support to find buyers and close the deal—all for less than one hundred dollars.”

BizByOwner subscribers enter a dynamic, interactive online environment. They use our tools to create a professional and compelling **Business Offering Package**. Subscribers also create a customized, secure online presentation on their very own website on BizByOwner.com. They then enter our **Resource Centers** to develop an effective marketing strategy and learn how to manage the sale of their company. Four levels of Coaching & Support are available to subscribers as they want or need it.

THE COMPLETE SOLUTION

Business Offering Package → **Marketing Resource Center** → **Transaction Management Center**

Prepare and present a business for sale

Find quality buyers

Close the deal

→ **Coaching & Support**

Professional writing and financial analysis; how to find buyers and close the deal

Business Offering Package

▶ **Business Offering Report**

This impressive report is the centerpiece of any business sales presentation. Buyers will know at a glance that this company must be considered.

▶ **Business Valuation Report**

Sellers who don't understand the value of their business aren't ready to sell. BizByOwner's online valuation quickly assesses a company's value and helps the seller price it intelligently.

▶ **Financial Profile**

Financial information *must* be presented in the manner required by today's savvy buyers—and their bankers. The Financial Profile will do just that.

▶ **Online Presentation**

A secure, password protected web page allows sellers to give qualified buyers direct, proprietary access to their Business Offering Package.



Resource Centers

▶ **Marketing Resource Center**

Interactive resources help plan a buyer search strategy and access resources used by the best business intermediaries to find the right buyer.

▶ **Transaction Management Center**

"How-to" guides share the secrets of negotiating the best price and give step-by-step instructions on how to go from offer to closing. Customizable contract templates, like Letters of Intent and Purchase Agreements, put sellers in control of the deal.

Consulting & Support

▶ Consultant Support

Your BizByOwner Consultant will perform your business valuation, professionally prepare a compelling presentation to give buyers, help you develop and implement a marketing strategy to find buyers, and assist you in working with buyers to close the deal.

▶ Broker Support

Broker Support combines the Consultant Support Program with the services of a local Affiliate Business Broker. A local business broker will manage your transaction including negotiations, contracts, due diligence and attending the closing.

▶ A la Carte Consulting

Subscribers choose the support they need, when they need it.



THE NEXT GENERATION OF ONLINE SOLUTIONS

A second Internet revolution is quietly taking place, sometimes called “web 2.0.” Unlike the heady days of the late nineties when flash took prevalence over substance, a new generation of web-based solutions is evolving. It is quietly but dramatically changing the face of multiple industries. BizByOwner’s Complete Solution for selling a business is at the forefront of this second wave. The next generation application from BizByOwner not only gives you better tools to get a job done; *it lets you do the job within its web-based application!* In fact, BizByOwner was far enough ahead of the web development curve that we even had difficulty finding a development company that really “got it” and had the expertise to get the job done. BizByOwner clients create and manage an entire Business Offering Package within BizByOwner.com, and access the resources they need for buyer search strategies and education. Step-by-step procedures support them and take them through the entire process of selling their business. Subscribers also interface with their potential buyers entirely within BizByOwner.com (in addition to traditional fax, mail or email methods—yes, email is now “traditional!”). Each subscriber has his or her own secure web page that a prospective buyer can visit to review the selling company’s information and evaluate it as an acquisition candidate.

BizByOwner has created a truly dynamic, interactive web-based environment that provides its business owner subscribers with The Complete Solution for selling their business themselves. BizByOwner is, and will continue to be, at the forefront of web-based innovations that serve their subscribers’ needs, saving them thousands—or even tens of thousands—of dollars in brokerage commissions.





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BIZBYOWNER LAUNCHES WEBSITE SOLUTION TO HELP BUSINESS OWNERS SELL THEIR COMPANIES

Company seeks to provide a complete solution dedicated to providing all of the tools a business owner needs to sell a business without the expense of a broker.

FORT COLLINS, COLO—January 23, 2006, BizByOwner, LLC announced today the launch of its website, BizByOwner.com. Business brokerage industry veterans Rick Pike and Donald Beezley have developed the first online solution that provides the owners of small- and mid-sized companies with all of the tools and resources they need to sell their business on their own, without the commission expense involved with a broker. The company will be headquartered in Fort Collins, Colorado with services available nationally via BizByOwner.com.

“BizByOwner was founded to provide intelligent but easy to use online tools that not only allow business owners to understand the value of their business, but to create a professional quality Business Offering Package,” said Rick Pike, President and CEO. “Our goal is to provide a complete solution that helps them professionally package their business for sale, offers the tools and resources they need to develop a custom market strategy and find quality buyers, and provide the contracts, forms, checklists and educational resources they need to close the transaction—all for less than five hundred dollars.”

The resources on BizByOwner.com include:

Business Valuation Tool – Helps business owners understand the potential selling value of their company, providing a comprehensive Business Valuation Report.

Business Offering Report – Presents a business to buyers in a professional, compelling presentation.

Secure, Online Presentation – A dynamic, online presentation allows business owners to seamlessly and securely provide their information directly to buyers via their very own password protected web page on BizByOwner.com.

Marketing Resource Center – Helps business owners develop a custom marketing strategy and provides multiple resources to effectively implement that plan and find quality buyers.

Transaction Management Center – Provides business owners with customizable contracts, forms, and checklists along with all the educational resources they need to successfully close the deal.

ABOUT BIZBYOWNER

Based in Fort Collins, Colorado, BizByOwner was founded in December 2003 to provide the owners of small- and mid-sized businesses with the premier resource for selling their business themselves, without the expense of a business broker. BizByOwner.com was launched with one goal in mind: Be the premier web-based resource for those who want to sell their own business, making it possible for them to do a *better* job on their own than a full service broker would—saving tens of thousands of dollars. BizByOwner subscribers create a professional seller’s presentation for their business that includes an overview of the business and concise financial information. They also assess the potential selling value of the enterprise in an online valuation module. Multiple resources help them develop dynamic buyer search strategies and gain the knowledge and systems needed to approach the selling process with confidence. BizByOwner subscribers can take a deal from initial buyer conversations, through negotiations, and on to a successful closing.

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