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Atlanta Business Brokerage Firm Launches Discount Service for Victims of The Great Recession

ATLANTA, GA--(Marketwire - November 3, 2009) - BizPlacements.com, LLC, an Atlanta-based business brokerage and placement firm, today announced the launch of www.SkinnyListings.com, a new discount listing service for small business owners impacted by The Great Recession.

Unlike traditional listings, which typically have minimum success fees of \$10,000 to \$20,000, a Skinny Listing is a full service listing with success fees starting at just \$3,500. The new pricing specifically targets the large number of small businesses who are in distress, and unable to sell at historical multiples.

"In today's small business market, it's like watching a train wreck in slow motion," said Jay Fenello, company principal and founder. "Many small business owners face the choice of selling at a very low price, or shutting their doors... and too many are shutting their doors. Our new discount listing service is designed to help distressed owners unwind their business position, without losing everything in the process."

To offer full-service listings at up to 80% off of traditional fees, Skinny Listings borrow an approach common in the middle-market. Instead of sellers committing to pay both buyer and seller representation fees, a Skinny Listing only obligates the seller to pay for their half of the representation fees.

"Historically, we've seen that most of the smaller business transactions are not co-brokered anyway, so the impact of this approach should be negligible," said Fenello. "We still recommend a traditional listing through www.BizPlacements.com when a business is performing well, however, because it's included in the Georgia State Business Brokerage Management System -- a listing service shared by 100 or so business broker members of the Georgia Association of Business Brokers (GABB)."

The Georgia Association of Business Brokers is a not-for-profit, statewide membership organization committed to success and professionalism in the business brokerage industry. GABB actively encourages education, integrity, community responsibility, leadership, professionalism, and productivity. For details, visit www.GABB.org.

BizPlacements.com is an Atlanta-based Business Brokerage and Placement firm dedicated to helping people buy and sell small businesses and franchise resales. Its principal and founder, Jay Fenello, has consistently been recognized as one of the top business brokers in the state, and also serves as a member of the board of GABB.

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