
GABB Today

Volume 104 Issue 9 Newsletter of the GA Association of Business Brokers September 2004

from your President

It is hard to believe that when we gather next on September 28, 2004 for our monthly GABB meeting, there will be scarcely three months left in the current calendar year. It feels like time travels at a supersonic speed as we immerse ourselves in the daily chores of life including calling sellers, responding to buyers, recruiting new clients, searching for financing and etc. Today, I would like to share with you an interesting article I read in the "Business Broker" July newsletter titled, "Where Are We Going?" Many thanks to Tom and Barbara West for their permission to reprint that article in our September newsletter.

Where Are You Going? by Tom West

Business brokerage is one of those businesses in which it is very easy to lose sight of where you and your business are headed (we know because we've been there). With rent, advertising and other costs due every month, it is difficult to see the big picture of the forest when you're always down among the trees. We have always said that business brokers (owners and agents) have to take time off at

least once every quarter and get away from the business. In between you have to take an extra day off every month or so. Everyone needs think time.

Business brokerage is all-consuming. It leaves very little time to sit back and assess just where you are in the broad scheme of things. You know that you have to put all of your listings on the Web sites you use, you need to run ads in the local paper, you need to work on your Web site, you need to send thank-you letters, call or send a letter to some of the office's listings, you need to continue with the office listings – the list is endless.

At the same time, you have a deal working that is precarious, a sales agent who is not working, busy work that has to be done – this list is also endless. Promise yourself that you will take a day off *this* week to catch up mentally. Sort through it all. Much of what you have to do probably doesn't really have to be done. Stay in your home office or corner – stay out of the office. It will function without you there for a day – honest. By addressing the major issues, the little things work themselves out.

Continued on page 2

MEETING NOTICE: Tuesday, September 28, 2004, 10:30 AM

The DeKalb BOARD OF REALTORS
1414 Montreal Road, Tucker 30084-8140
770 410-7582 ♦ www.gabb.org

Speaker:

Kathryne Pusch

"Dealing with Buyer & Making a Profit"

from your President
continued from page 1

There are major areas that have to be tended to – and, we're not talking about goals. There is a thin line between goals and wishes. The things that need to be done, you already know. The office is short of listings, an agent needs to be let go, and it's time to begin recruiting again. You know what has to be done. The question is what do you do?

We recently received a call from a new brokerage firm. After we tackled some of his concerns, he posed a question to us. He has enough listings to start advertising so he wanted to know whether he should spend his money on some ads or building a Web site. He was a bit surprised when we told him he had to do both. He laughed and said okay. We weren't trying to spend his money, just telling him he needs to get started.

You don't stop your mailings because you didn't get a call from them. There are certain things you need to do in this business and you just have to continue to do them: Rent, advertising, mailings, placing your listings online, getting rid of the non-producers (or at least anyone with a negative attitude), improving the listings you already have, and continuing to recruit.

These aren't goals; they are the things you have to do to stay in business. So sit down and figure out when you are going to do them. Lay out a game plan and go back in the office the next day and execute it. Spend the money necessary to do them. Get rid of the non-producer (or the one with the negative attitude – you'll feel better instantly), call in an ad for new agents (that at least begins the process), get the mail program started, take a look at your Web site, join several of the listing Web sites, and take a look at the listings the office has.

We have found that too many business brokers don't take the time to build their business because they're too busy staying in business. Unfortunately, they need to stay busy doing both.

I hope you all have a very productive and profitable month. I look forward to seeing all of you at our next meeting on September 28, 2004.

Pat Harkins

**New/ Pending
Members**

New Affiliate Member

Michael Gregg
Moore & Cubbedge, LLP
Marietta, Ga.
770-422-0500

New Active Members

Bina Cline, Satwant Singh
Asif Mehmood, Erik Charles
Anthony Hippeli
Metrobrokers GMAC
Roswell, Ga.
404-843-2500

Pending Members

Richard Hart & Andy Yeh
Metrobrokers GMAC
Roswell, Ga.
404-843-2500

Dana Smith
Prime Business Investments
Tucker, Ga.
770-491-3710



28 members attended the barbeque and 18 also played golf on Wednesday, Sept. 15th. The team of **C.K. Singh, Chris Butler, and Pat Harkins** took 1st Place! Long drive winner went to **Karen Brown** and closest to the pin went to **Jeff Merry, Jr.**

A big "wow" goes to **Roddy Albert** for making his first HOLE in ONE!

Congratulations to all!

Many thanks again to
Jeff and Rebecca Merry
for hosting this all member event.

Fall Education Program

Friday, October 1, 2004 * 8:00 AM to 5:00 PM

Offered Courses:

- The basic course, **Course 111, Business Brokering Marketing and Advertising**, will be taught by Jim Town, CBI. The course discusses how to create key marketing and advertising strategies, along with using print media, directories, direct mail, signs, broadcasting, and ad writing techniques.
- The advanced course is, **Course 335, Maximizing the Value of the Privately Held Company**, taught by Darrell V. Arne, CPA, CBA, CBI, ASA. This course would include how value is measured and created by understanding why "Cash is King", how the cost of capital is computed, benchmarking methods that pinpoint opportunities to maximize business value. *IBBA courses 210, 220, and 221 are prerequisites, or equivalent business valuation experience is necessary.*

Metrobrokers/GMAC Perimeter Office
5775-D Glenridge Drive, Atlanta

\$150.00 for Course 111/

\$200.00 for Course 335

Make checks payable to GABB

Get this form and your check by 9/24/04 to:

Charles A. Jay, Education Chairman

Jay & Associates, LLC

P. O. Box 6635 * Macon, GA 31208-6635

Name _____

Business Name _____

Address _____

Phone _____ Fax _____

E-Mail _____

MEET A MEMBER—*Up Close & Personal***Name: Hank Tanner****Company: National Business Brokers****Position: President/Qualifying Broker**

Hank Tanner has been active with GABB as Secretary, Director, Vice-President and President. He has also chaired and served on a number of committees and served as an instructor for classes. An active IBBA member since 1994, serving as Vice President of Membership, directed and chaired the Affiliates Committee and currently chair the Data Management (Co-Broker) Committee. Hank is a member of IBA (the Institute of Business Appraisers) and the Southeast Chapter of IBA as well as a Certified Business Intermediary (CBI) and Board Certified Broker (BCB). Hank Tanner is also a candidate of the CCIM Institute pursuing a CCIM certification. As a licensed Broker in Georgia and North Carolina, he enjoys working with informed, reasonable buyers and sellers with realistic expectations.

Affiliations /Accomplishments :

Member of the Small Business Council, 1996-Present

Member of The Greater Hall Chamber of Commerce

Member of The Gainesville Rotary Club

Gainesville Rotary Club Rotarian of the Year 2000-2001

Board of Directors, 2002-2004, Gainesville Rotary Club

Youth Services Director, 1999-2004, Gainesville Rotary Club

District 6910 Best Youth Services Award, 2001-2002

Rotary International District 6910 Interact District Chair, 2002-2004

Assistant Scoutmaster, BSA Troop 3

My family and I are members of McEver Road United Methodist Church. I have served in numerous positions of responsibility with my church.

All about Hank...

I enjoy my work but I love my family. My wife, Ginger and I recently celebrated our 25th wedding anniversary. The joy of our lives are our two children, Matthew and Stephanie. Matt is in his second year of graduate school at Emerson College in Boston, pursuing his Masters in publishing and writing. He works with Houghton Mifflin, a large book publisher in Boston. Stephanie just started at Furman University and is majoring in communications. She has been a majorette since she was 5 years old, marching in Atlanta's Peach Bowl Parade. She is a feature twirler with the Furman Paladin Marching Band.

As an old rock and roller from the 70's, I love 70's music especially southern rock. Groups like the Allman Brothers Band, Marshall Tucker, Lynrd Skynard, Credence Clearwater Revival and others. Yes, I had long hair in the 70's!



Affiliate Spotlight: Dave Cross

200 North Point Center East, Suite 500 Alpharetta, Georgia 30022

Phone (770) 754-6354/Fax (770) 754-6398

david.cross@morganstanley.com

GABB Member since 2001

Company– Morgan Stanley

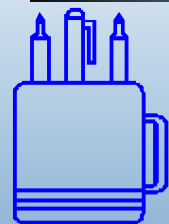
Position: Associate Vice President, Financial Advisor and Retirement Planning Specialist

Associate member, Dave Cross is an Associate Vice President, Financial Advisor and Retirement Planning Specialist with **Morgan Stanley** in Alpharetta. Dave was introduced to GABB by Joe Sofet in 2001 and since then he has become very involved with the members and sponsored nearly every educational event. Dave's goal is to help GABB members and their clients by providing solutions to help them manage their investments, provide asset based lending services and to assist with income, capital gains and estate tax reduction strategies. "In a nutshell", Dave says, "I help my clients understand the overall picture of their wealth and how it relates to where they are now and where they would like to be in the future. I call it A to B financial planning. Point A is where you are now and Point B is where you want to be. My job is to simply plot the course from A to B"

He goes on to say, "I don't claim to be an expert in any single area but I do help connect my clients to the incredible professionals that I have gotten to know over the years at Morgan Stanley. My job is to bring together the most qualified experts available to help my clients succeed." I'm a big believer in GABB and the benefits it brings to the members, the industry and to buyers & sellers. I tell my clients that GABB members are committed to quality, integrity and excellence – especially those who have attained or are working towards their CBI designation.

You might find our services helpful when you come by a reluctant seller who is concerned with either re-creating their income stream or needs help reinvesting a large sum. We can help those sellers by developing a sound investment plan that can provide them with regular income after the sale. I will personally treat your clients like our very best clients because I know that our service reflects on you. You can be comfortable and confident that they will have access to the same strategies that we use with our largest clients. Another area that many business owners may be concerned with is estate planning and tax reduction strategies. Through Morgan Stanley's estate planning related services, we can work with your seller's tax and legal representatives to help them develop a plan to suit their needs. These are just 2 examples of what Morgan Stanley can bring to the table to add value to your transactions and, best of all it costs you nothing. We want you to look good and we want your clients to call you back with referrals for the stellar service you have provided.

Morgan Stanley DW Inc. and its Financial Advisors do not offer tax or legal advice. Individuals should consult their personal tax and/or legal advisors before making any tax- or legal-related investment decisions. Please consult your tax advisor or attorney for tax and legal advice involving estate planning and personal trusts. Investments and services are offered through Morgan Stanley DW Inc., member SIPC. Morgan Stanley is a service mark of Morgan Stanley DW Inc.



EDITORS NOTE

"What counts is not necessarily the size of the dog in the fight-
it's the size of the fight in the dog."

-Dwight D. Eisenhower

Just some food for thought! James Welch Editor

GABB TODAY

Georgia Association of Business Brokers

14 14 Montreal Road

Tucker, Georgia 30084-8140

<p>President: <i>Patrick Harkins</i> 770-649-7666</p> <p>Vice President: <i>David Still, CBI</i> 770-962-8399</p> <p>Secretary: <i>Art Lennig</i> 678-852-6228</p> <p>Treasurer: <i>Greg DeFoor</i> 678-581-5966</p> <p>Directors: <i>Gloria Hall</i> 404-843-2500 <i>Henry Hicks, CBI</i> 770-569-8880 <i>John Soublis</i> 770-454-9630</p> <p>Past President: <i>Kathryne Pusch, CBC</i> 770-918-9390</p>	<p>COMMITTEES:</p> <p>Education: <i>Charles Jay, CBI, Chair</i> 478-477-6272</p> <p>BBMS: <i>Henry Hicks, Chair</i> 770-569-8880</p> <p>Forms: <i>Nick Nicholson, CBI, Chair</i> 404-874-6262</p> <p>Membership: <i>Gloria Hall, CBI</i> 404-843-2500</p> <p>New Member Orientation: <i>Jeff Merry</i> 770-534-6630 <i>Hank Tanner</i> 770-534-5868</p> <p>Monthly Speakers: <i>David Still</i> 770-962-8399</p>	<p>GABBMLS: <i>Ken Stebbins</i> <i>Ariel Gonzalez</i> for info contact Henry Hicks</p> <p>GABB TODAY Newsletter:</p> <p><i>James Welch, Editor</i> 404-843-2500 james.welch@metrobrokers.com</p> <p><i>Kristy Farrell, Production</i> 770-760-7595 farre11s@yahoo.com</p> <p>Articles Due by the 5th</p> <p>Listings, Information, Members, and GABB Newsletter On-Line</p> <p>GABB Website: www.gabb.org</p>
---	---	---