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STEPS TO BUSINESS OWNERSHIP

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FOLLOWING THE AMERICAN DREAM !

Today, for many of us, following "The American Dream" means owning your own business, much as owning your own home did 20 to 30 years ago. **There are many reasons why people buy a business.....**

Job Security Financial Independence	Job Replacement	Control Your Own Destiny Tax Advantages
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What is your motivation for purchasing a business?

In the past many purchasers of small businesses were the traditional Mom and Pop who had been entrepreneurs all their working life, they moved from one business to another; or they were individuals winding down--filling the time between the end of their career and retirement.

Today's buyers are more sophisticated, better educated and they generally have more money available, but they are much more likely to be corporate exiles with executive or middle management experience looking to replace an income and build some equity.

There are even more reasons why people sell their businesses!

- Retirement
- Illness
- Partnership dispute
- Relocating
- Tired/ or wants a change
- Upgrading
- Overwhelmed/can't handle

WHY BUSINESSES FAIL

- Poor Planning
- Undercapitalization
- Questionable product
- Poor location

THREE COMPONENTS OF A SUCCESSFUL BUSINESS

1. MANAGEMENT

2. PRODUCT OR SERVICES

3. LOCATION

An Ongoing Business Provides the 2nd & 3rd Necessary Components of Success! You supply the important first quality.

WHY BUY AN ESTABLISHED BUSINESS

Government surveys show that over 60% of new businesses fail in the first three years. Businesses that pass this mark have usually found the right combination of product/service and location to garner continued success. Someone else put up the start-up capital, the long hours, the tense nerves and waited patiently until the business became self-sustaining and profitable. **THE RISK FACTOR HAS BEEN SUBSTANTIALLY REDUCED !**

Contact Janice to get the full STEPS TO BUSINESS OWNERSHIP guide.