

**Sunbelt**

the world's largest network of business brokers

## Meet Our Brokers

*The following questions and answers are excerpts from our recent interview with David Ritt, a Sunbelt of Orlando broker.*

*Q. David, can you describe your career experiences before joining Sunbelt?*

For 17 years, before and after college, I worked for my family's specialty retail stores. After the stores were sold, I spent 4 years working in the life insurance industry before working for 30 years as a CPA.

*Q. With your vast career experience why did you choose business brokering and Sunbelt?*

I began business brokering 7 years ago and it has been my most satisfying career. Business brokering uses everything thing I have learned, while also providing the freedoms associated with being an independent contractor. I joined the Sunbelt network 6 years ago because of the support provided by being part of an international network of offices. Our website also publicizes our listings, which is a great tool to attract potential buyers.

*Q. What are the challenges of being a business broker?*

Because 80-90% of buyers do not buy the business they are initially seeking, it is important to qualify buyers. It can be a challenge to obtain all the facts about a buyer, such as motivation and interests. However, once all of the facts are assembled, closing a sale should not be difficult.

*Q. What prepares a broker for a successful career?*

Business brokering is a great second career, for the knowledge gained from business management experience is greatly utilized. Being able to understand financial statements and management issues is im-

portant to being able to effectively list a business and close a sale.

*Q. How does a business broker add value to the process of buying or selling a business?*

A business broker is trained to effectively execute the sales transaction, which alleviates this responsibility from the business owner. In addition, the business broker will qualify the buyer, reviewing their financials and motivations for purchasing a business. The broker can also provide guidance, such as structure repairs and equipment upgrades, to increase the value of the business.

*Q. How do you describe what makes you successful as a business broker?*

In addition to an extensive business career, I have the RITT attributes for being a successful broker—Resolute, Integrity, Tenacity, Technical ability.

*Q. How many listings and sales do you expect in 2006?*

I expect to list between 15 and 20 businesses this year. I expect approximately one-third of those to sell this year.

*Q. What sets Sunbelt apart from other business brokerage firms?*

I am part of a 10 county franchise in Central Florida and we are light years ahead of our competition. The Sunbelt brokers are provided with training and education, which is supported by marketing breadth and standards or professionalism.



**Sunbelt of Orlando**

David Ritt

407.339.3101 (o)  
407.830.4527 (f)

londonritt@aol.com  
www.sunbeltorlando.com

142 Wilshire Blvd.  
Casselberry, FL 32708

**Sunbelt Corporate Offices**

Contact

877.392.6278 (o)  
216.674.0650 (f)

7100 E. Pleasant Valley Rd.  
Suite 260  
Independence, OH 44131

www.sunbeltnetwork.com

