

Sunbelt

the world's largest network of business brokers

Meet Our Office Owners

The following questions and answers are excerpts from our recent interview with Kelly DeWitt, owner of two Sunbelt offices in Dallas and President of the Franchisees' Advisory Council.

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

My career began as a U.S. Army Military Police Officer with 11 years of Active Duty and 17 in the Reserves. In addition to completing a bachelor's degree in marketing, I have also held various sales and marketing positions, including Vice-President of Marketing at a business unit of AT&T Capital.

Q. What attracted you to the field of business brokerage and Sunbelt?

During my corporate career, I met with a business broker, considering the purchase of a business. Although I did not purchase a business, I found that business brokerage was a career that interested me, as well as being a career path in which I was confident in my ability to be successful.

After several corporate positions, I decided to pursue business brokering. While I knew of Sunbelt, I was not planning on joining the Sunbelt network until I had lunch with another Sunbelt owner. I learned about the benefits of being part the largest network of business brokers, which included support from Sunbelt and many other office owners.

Q. What makes a successful office owner or broker?

This is a full-time job that needs to be focused on getting listings. In this business, the broker with the most listings usually wins. It is also important to learn and practice the Sunbelt methods. These methods have been proven to be successful, which means they will work for you.

Q. What criteria do you have for hiring brokers?

I look for candidates with Bachelor's degree and small business experience. In addition, sales skills, such as good organization, communication, and listening are also important.

Q. How are your brokers compensated and what level of annual income can they expect to achieve?

Brokers are compensated on a commission basis. Broker commissions in my offices range up to \$200,000. Commissions are usually earned after closing a sale, but also from valuations and referrals.

Q. How does being a part of the Sunbelt Network set you apart from competing business brokerage firms?

According to Tom West's Annual Brokerage report, 50% of brokers are sole practitioners. For a seller, this means when that broker goes on vacation, so does your business. Sunbelt's network of national and international offices means there is always a broker on duty and your business is always for sale.

Q. Where do you see business brokerage in the future?

More businesses will be available for sale with the aging Baby Boomers looking to retire. However, there will be less buyers, making this a buyer's market in the next 10 years. In addition, buyers are becoming more educated and sophisticated than ever before. The Internet provides a wealth of information not previously available to business buyers.



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