



The Business Broker's Buyer Qualification & Time Guide

FREE GUIDE

How to spot tire kickers, qualify buyers and protect your time. Keep it by your phone.

10 signs a buyer isn't serious

One sign isn't proof. Three or four together usually are.

1. Won't sign the NDA

Wants details before committing

2. No proof of funds

Or funds never quite available

3. Vague criteria

"Any good business," anywhere

4. No timeline

Always "sometime next year"

5. Hidden decision-makers

A partner or spouse you never meet

6. Endless questions

More data, never an offer

7. Backs out at the last second

Again and again, on good fits

8. Ignores the financials

Hasn't read the CIM

9. Disappears and returns

Restarts from scratch each time

10. Wants everything for nothing

Lowball offers on every listing

Qualify every buyer: 7 checks

- ☐ Signed NDA and buyer registration
- ☐ Proof of funds or lender pre-qualification
- ☐ Specific criteria: industry, location, size, price
- ☐ A real timeline, and what's driving it
- ☐ Every decision-maker identified
- ☐ Past offers, and what happened
- ☐ Experience running a similar business, or a plan

"Sometimes, you have to pull off the Band-Aid and go on to the person who will actually close a deal with you." Ben Maxwell

Walk away from a listing when...

- ☐ Price far above what the business supports, and the seller won't discuss it
- ☐ Poor or missing financial records
- ☐ Seller "just testing the market"
- ☐ Seller won't sign an engagement agreement
- ☐ Business declining because the owner has checked out

"It's hard to do, but you have to walk away." Josh Factor

6 questions to ask on the first buyer call

1. What exactly are you looking for: industry, location, size and price range?

2. What's your timeline, and what's driving it?

3. How will you fund the purchase: cash, a lender, investors?

4. Who else is involved in the decision?

5. Have you made offers on businesses before? What happened?

6. What experience do you have running a business like this one?

Log the answers on the buyer's CRM record, so the whole team can see who's qualified.



Protect Your Time

Time killers, a time-blocked day and your weekly scorecard.

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8 time killers, and the fix for each

Time killer	The fix
Background distractions	TV, social media and alerts off during work blocks
No schedule	Time-block the day; protect prospecting
Unqualified buyers	Qualify early; move the rest to drip campaigns
The wrong listings	Walk away from fantasy prices and poor records
Chasing non-responders	Automate follow-up instead of calling by hand
Manual admin	Automate registration, NDAs and document releases
Meetings without purpose	Review calls, visits, meetings and listings
No follow-up system	Every follow-up becomes a task with a date

My time-blocked day

Time	Block	My plan today
8:00	Plan the day	
8:30	Prospecting	
10:30	Buyer calls	
12:00	Lunch	
1:00	Listings and deals	
3:30	Follow-up	
4:30	Admin and wrap-up	

Protect the prospecting block like a client meeting.

My weekly scorecard

Activity	Goal	Actual
Seller calls		
Seller visits		
Referral partner meetings		
Buyer calls (qualified)		
Valuations delivered		
Listings signed		
Offers / LOIs		
Follow-ups completed		

"Show me how you're going to get three listings this week."
Larry J. Kennedy

Read the full article, "Time Killers Are Career Killers," at businessbrokerscrm.com. Vertica CRM captures buyer qualification, alerts you when buyers are engaged, automates follow-up and reports on activity, so these habits stick.