



# Co-Broker Checklist

Share listings, protect your commission and close more deals with other business brokers.

FREE CHECKLIST

## 1. Before you share

- ☐ Which listings will you co-broke, and which not?
- ☐ Default split, and who approves exceptions
- ☐ Is the other broker licensed where required?
- ☐ Does the seller's engagement allow co-brokering?
- ☐ Is the other broker's reputation solid?
- ☐ Who is the single point of contact on each side?

## 3. Register the co-broker's buyer

- ☐ Buyer signs your NDA
- ☐ Buyer profile and acquisition criteria
- ☐ Proof of funds or financing plan
- ☐ Dated record: who introduced the buyer, and when
- ☐ Buyer approved before CIM and financials are released

*"Penny wise, pound foolish." Phil Pisterielli, on brokers who hoard listings*

## 5. At closing

- ☐ Split shown on the closing statement or paid per agreement
- ☐ Both brokers paid on time
- ☐ Thank the co-broker and ask for the next one

## 6. Scripts for proposing a co-broke

**You have a listing:** "Hi [name], it's [your name] with [firm]. I've just listed a [type of business] in [area], about [revenue or cash flow]. I know you work with buyers in that space. I'm happy to co-broke on [split] terms, in writing, before any introduction. Want me to send the teaser?"

**You have a buyer:** "Hi [name], I have a qualified buyer, with proof of funds, looking for a business like your [listing]. Do you co-broke? If so, please send your agreement and NDA, and I'll have my buyer sign today."

**To a colleague sitting on a listing:** "I have two buyers who fit your [listing]. Let's put a split in writing so we can both get paid. If your buyer closes first, great; if not, mine are ready."

## Where to find co-brokers

- ☐ Brokers in your own firm (start here)
- ☐ IBBA, M&A Source and state broker associations
- ☐ Regional shared listing services
- ☐ Brokers in other areas and industries

General information, not legal advice. Check your state's licensing rules. Full article: "Co-Brokers as Allies (and Enemies)" at [businessbrokerscrm.com](https://businessbrokerscrm.com).

## 2. Put it in writing (before any introduction)

- ☐ Parties, firms and license numbers
- ☐ Which listing or deal it covers
- ☐ What counts as an introduction
- ☐ The split and how it's calculated
- ☐ When and how it's paid
- ☐ Protection period after the introduction
- ☐ Confidentiality and non-circumvention
- ☐ Signed by both brokers

## 4. Run the deal together

- ☐ Listing broker manages the seller
- ☐ Co-broker manages the buyer
- ☐ Agree on update frequency and response times
- ☐ Log every offer, call and document in the CRM
- ☐ Line up backup buyers in case the deal falls through

*"Brokers need to keep track of each other and each other's clients in order to make deals happen." Josh Factor*

## Red flags in a co-broker

- ☐ Won't sign an agreement before the introduction
- ☐ Wants the business name before the buyer signs an NDA
- ☐ Can't show proof of funds for their buyer
- ☐ Contacts your seller directly

## Protect your commission

- ☐ Agreement signed before the business is named
- ☐ First-contact rule agreed in writing
- ☐ Every introduction recorded with a date
- ☐ Confidential documents to approved buyers only