Multilingual Brokerage Checklist

Reach business buyers and sellers in any language: people, website, marketing and documents.

FREE CHECKLIST

1. Find the languages that matter

- [ ] Who owns the businesses in your territory?
- [ ] Which languages do your inquiries come in?
- [ ] Which languages do buyers ask for?
- [ ] Where do your international inquiries come from?
- [ ] Check local census data and your CRM records

2. People

- [ ] Brokers who speak your clients' languages
- [ ] Or co-brokering partners who do
- [ ] A professional translator for legal documents
- [ ] An attorney to confirm which version governs
- [ ] Someone to review financial terms in each language

3. Website and listings

- [ ] Website shown in the visitor's language
- [ ] Listing titles and descriptions translated
- [ ] Contact and registration forms translated
- [ ] Language visible and easy to switch
- [ ] Key pages spot-checked by a native speaker

4. Marketing

- [ ] Emails and drip campaigns in each language
- [ ] Social posts in the languages your clients use
- [ ] Local SEO for the communities you serve
- [ ] Ads aimed at each language community
- [ ] Every message reviewed before it goes out

5. What to translate automatically, and what needs a professional

Content	Automatic	Professional review
Website pages and navigation	Yes	Spot-check key pages
Listing titles and descriptions	Yes	Review financial terms
Marketing emails and social posts	Yes	Review before sending
Teasers and CIM summaries	First draft	Yes
NDAs, LOIs, purchase agreements	No	Yes, with an attorney
Financial statements, tax documents	No	Yes

6. Terms to double-check in any language

- [ ] Cash flow and SDE
- [ ] Asking price vs. offer price
- [ ] Goodwill
- [ ] Seller financing and down payment
- [ ] Earnout and escrow
- [ ] Working capital and inventory
- [ ] Non-compete and transition period

7. Documents

- [ ] Teaser and CIM summary in the client's language
- [ ] NDA: professional translation, governing language stated
- [ ] LOI and purchase agreement: attorney review
- [ ] Both language versions saved to the client's record

> *"You innovate and adapt. That's why we went bilingual." George Martinez*

With Vertica CRM: any text on your website, including text pulled from listing fields, can be automatically shown in any language, so every buyer can read your listings in the language they're most comfortable with. Buyers and sellers in every language share the same CRM, online NDAs and automated follow-up.

George's lesson: a client asked, "Did I have any bilingual brokers?" George didn't, and lost the referrals. His next hire, who worked with clients in their language, was his top producer for most of 15 years.

General information, not legal advice. Full article: "How to Work in an Increasingly Bilingual World" at businessbrokerscrm.com.