

JULY 2024

# EXCELLENCE BUSINESS BULLETIN

BY FIRST CHOICE BUSINESS BROKERS  
EXCELLENCE TEAM

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**FIRST<sup>1st</sup>CHOICE** BUSINESS BROKERS **30** CELEBRATING Years

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BUSINESS BROKERS

EXCELLENCE TEAM  
Offices in CA, TX & FL



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# Welcome to the Excellence community!

Encompassing the vibrant landscapes of Dallas, Riverside, and now Miami, we warmly welcome our esteemed business community. Within these pages, discover enlightening articles, stay informed about upcoming events, and explore business listings. Join us in this refined space dedicated to knowledge and connections. Your journey into the world of business excellence begins here. Happy reading!

[Miami Metro Listings](#)

# Considering Seller Financing

It provides a strategic advantage in business transactions by offering a loan to cover part of the purchase price. This approach attracts serious buyers, bypasses traditional bank complexities, offers flexibility, and potentially increases the final sale price.

## Maximizing Transaction Potential

Seller financing, where the seller provides a loan to cover part of the purchase price, is a common practice that can significantly benefit both parties. This approach often bypasses the complexities of traditional bank financing and can lead to a higher final sale price for the seller. By offering seller financing, sellers demonstrate their confidence in the business, which can attract serious buyers. However, sellers must perform due diligence, such as checking a buyer's financial stability and creditworthiness, as they assume the role of the bank.

While seller financing stimulates buyer interest and offers greater flexibility, it comes with additional responsibilities and paperwork. Sellers can protect themselves with safeguards like contracts allowing them to reclaim the business if financing fails within a 30-to-60-day window and clauses requiring the new owner to maintain inventory levels. Despite the extra effort, seller financing can be a powerful tool for business owners looking to buy or sell, underscoring the seller's belief in the business's value and making it a worthwhile consideration.



# Mastering Social Media for Small Businesses

Social media has become an indispensable tool for small businesses looking to enhance their online presence and engage with customers. Platforms like Facebook, Instagram, and LinkedIn offer unique opportunities to showcase products or services, interact directly with audiences, and build brand loyalty.

## 1. Engaging Audiences with Creative Content

Creating compelling content that resonates with your target audience is key to success on social media. Whether through informative posts, visual storytelling, or interactive polls, content should align with your brand voice and provide value to followers. Consistent posting schedules and utilizing hashtags relevant to your industry can expand reach and amplify visibility across platforms.

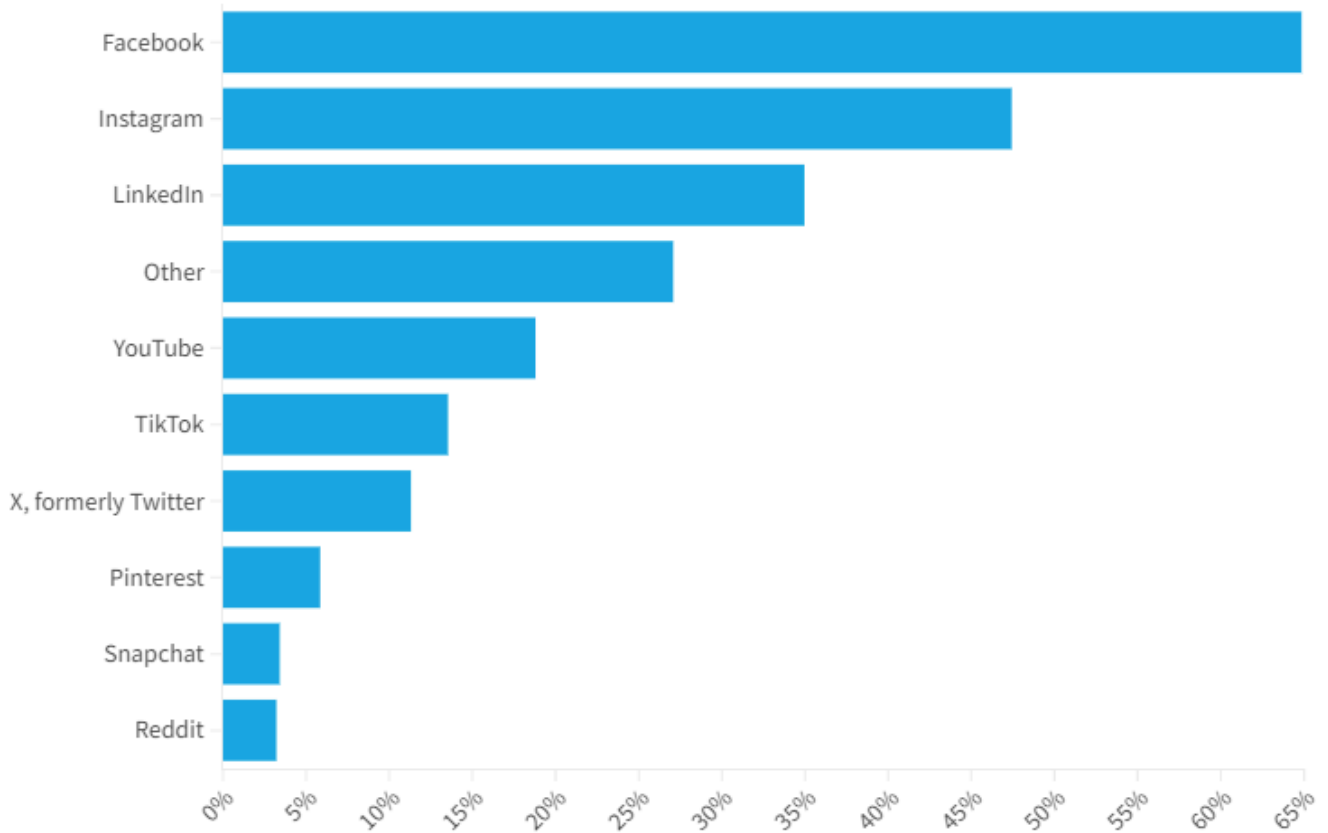
## 2. Harnessing Data for Growth

Utilizing analytics tools provided by social media platforms allows businesses to measure the effectiveness of their strategies. Tracking metrics such as engagement rates, follower growth, and click-through rates provides valuable insights into audience preferences and content performance. By analyzing these data points, businesses can refine their approach, optimize content strategies, and allocate resources more effectively to achieve their marketing goals.

## 3. Amplifying Visibility through Strategic Advertising

Incorporating social media advertising into your strategy can enhance visibility and target specific demographics or interests. According to Statista, social media advertising spending is projected to reach over \$192 billion worldwide by 2024. Paid promotions, sponsored posts, and targeted campaigns can amplify reach beyond organic efforts and drive conversions.

## What Social Media Platforms Do You Use to Market Your Business or Products?



Source: [BizBuySell Insight Report Q1 2024](#)



*Less than 20% of business owners report using YouTube, TikTok, X (formerly known as Twitter), Pinterest, Snapchat, and Reddit. Most businesses are leaning into a variety of social media platforms to diversify their presence online to leverage the unique features of each platform to effectively reach and engage target audiences. While small businesses are diversifying their social media presence,*

### In conclusion...

Leveraging social media effectively empowers small businesses to build brand awareness, engage with customers, and drive growth. By crafting compelling content, leveraging analytics insights, and exploring advertising opportunities, businesses can maximize their impact on social platforms. Embracing a proactive approach to social media management enables businesses to establish a strong digital presence, connect authentically with their audience, and achieve sustainable success in the digital age.

# Our Featured Listings of the Month

Discover more listings and find your next venture!

[More Listings](#)

## SBA-Approved Generator Maintenance and Repair Business

**\$1,050,000**

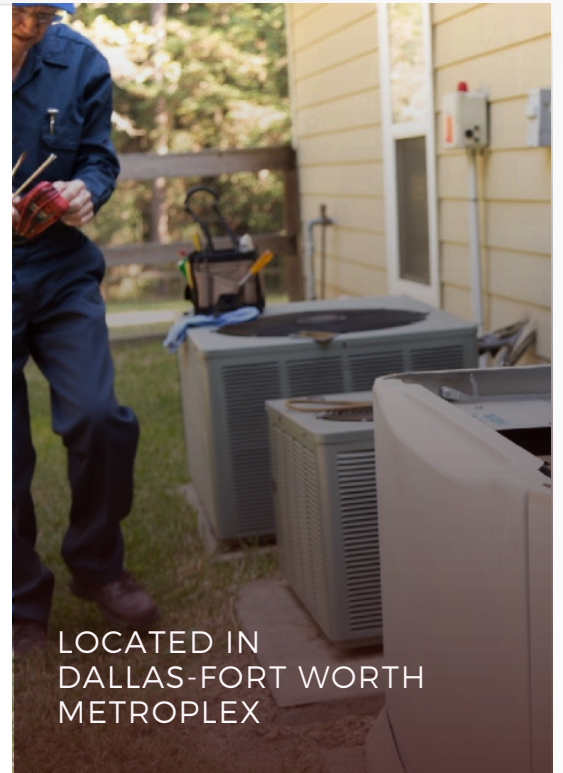
**Gross Revenue:** \$681,000

**Year Established:** 2017

**Square Footage:** 1400 sqft

**Reason for sale:** Retirement.

[DISCOVER MORE](#)



LOCATED IN  
DALLAS-FORT WORTH  
METROPLEX

## Dynamic Race Track in California

**\$2,150,000**

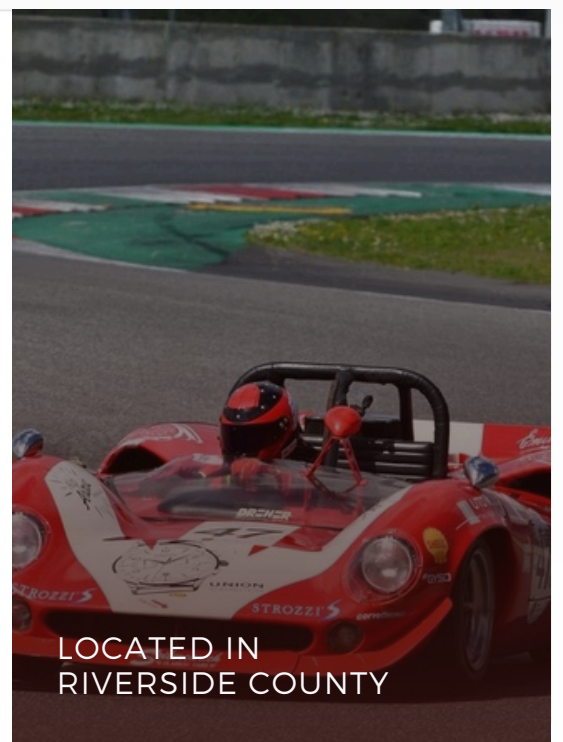
**Gross Revenue:** \$1,800,000

**Year Established:** 1995

**Square Footage:** 1,219,680 sqft

**Reason for sale:** Retirement.

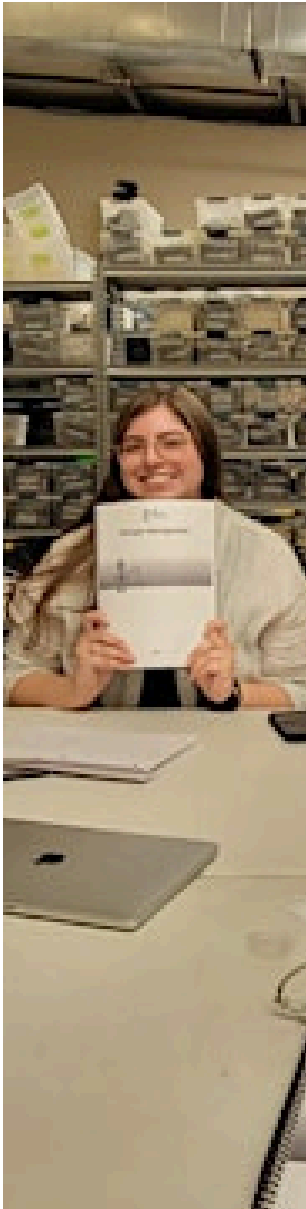
[DISCOVER MORE](#)



LOCATED IN  
RIVERSIDE COUNTY

# Upcoming Business Events

MIAMI | JULY 2024



## AO LEADERSHIP CONFERENCE 2024

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Saturday, October 12 • 8am - 2pm EDT

7800 Southwest 56th Street Miami, FL

Was designed to develop and improve your leadership skills with cutting-edge strategies and techniques, connect with experts and strong leaders across many fields, take your leadership potential to new heights, and find new ways of influencing the teams you lead and your community.

FREE PARKING

## POWER BREAKFAST NETWORKER: LEVERAGE AI IN YOUR BUSINESS

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Thursday, July 11 • 7:30 - 9am EDT

8560 SW 124th Ave Miami, FL

The Greater Kendall Business Association, known as "the friendliest place to do business," is also recognized as the friendliest place to have breakfast and to network with business owners and professionals.

## CONDO CONNECT LEADERSHIP SUMMIT

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Wednesday, August 28 • 12 - 4pm EDT

2885 Northeast 191st Street Aventura, FL

Condo Connect Leadership Network collaborates with elected officials and industry experts to address the specific educational needs of our condo communities. These workshops and Events serve as platforms for education, discussion, and networking, creating an enriching environment for all attendees.

## MARKETING ESSENTIALS 1 DAY TRAINING

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Monday, August 5 • 9am - 5pm EDT

Miami, FL

This training, 'Marketing Essentials' covers the basics of marketing and are intended not only for people who are new to a marketing role, but just about anybody in the organisation. A basic understanding of the subject is particularly valuable to people in management, selling and customer service roles.



# Upcoming Business Events

MIAMI | JULY 2024

## SOCIAL SELLING MASTERCLASS: WIN YOUR NEXT CLIENT

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Wed, 24 Jul 2024 13:00 - 16:30 GMT-4

1501 Biscayne Boulevard #501 Miami, FL

Do you want to leverage LinkedIn to build awareness, brand, and revenue? Join us for a 3.5-hour live social selling workshop built to show sellers, marketers and solopreneurs how to leverage LinkedIn to win new business.

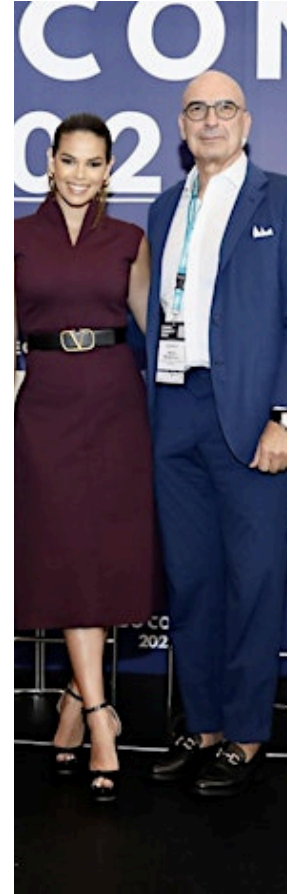
## UNLOCKING CAPITAL: FUNDING SOLUTIONS FOR SMALL BUSINESS GROWTH

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Thursday, July 18 · 6 - 8pm EDT

9900 Northeast 2nd Avenue Miami Shores, FL

Are you a small business owner looking to expand or innovate? Join us for a dynamic workshop on unlocking capital and discovering essential funding solutions. Learn how to navigate the diverse landscape of funding options, from traditional loans to grants and alternative financing. Gain insights into what lenders need when providing funding. This workshop equips you with the knowledge and strategies to drive sustainable growth and achieve your business goals.



## ATTRACTING & CONVERTING LEADS FROM SOCIAL MEDIA

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Thursday, August 8 · 4:30 - 7am EDT

14100 Frontage Road #380 Miami Lakes, FL

Join us for Networking, Wine & Understanding Social Media!

## BUSINESS NETWORKING SOCIAL

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Wednesday, July 24 · 5:30 - 8:30pm EDT

16403 Northwest 67th Avenue Miami Lakes, FL

Join us on Wed July 24, 2024 at 5:30 PM at El Pimiento for an evening of networking and socializing with like-minded professionals.

Make valuable connections, exchange ideas, and grow your business network in a relaxed and friendly atmosphere.

Don't miss this opportunity to expand your contacts and discover new opportunities for collaboration.





EXCELLENCE TEAM  
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If you are looking to buy or sell a business

**Call us at**  
**FL (305) 853-8567**

[WWW.EXCELLENCEBUSINESSBROKERS.COM](http://WWW.EXCELLENCEBUSINESSBROKERS.COM)

[CONTACT@EXCELLENCEBUSINESSBROKERS.COM](mailto:CONTACT@EXCELLENCEBUSINESSBROKERS.COM)

