



How Do You Know That You Are a Real Buyer?

To know if you are a real Buyer depends on your concept of *time and money*. Believe it or not, your time is worth something when it comes to providing for your family and for yourself. Are you willing to spend *time* looking for a business? Are you willing to spend *money* looking for a business?

The answers to these two questions are the same. If you answer NO to the question “Are you willing to spend money looking for a business?”, then your answer should be NO to the question – “Are you willing to spend time looking for a business?” – otherwise you are wasting your time and money. The bottom line is this: **Do not spend time looking to buy a business if you think your time is not worth money!**

Now let’s look at it from the other side of the fence. Is the Seller willing to spend time looking for a buyer for their business? Are they willing to spend money looking for a Buyer? Again – these two questions are the same. If the Seller does not answer YES to these two questions, then the Buyer is wasting his time and money talking to Buyers. The bottom line is this: **Do not spend time talking with a Seller who is not willing to spend money to sell their business! – Why? – Again...because time is money!**

Here is the real issue. If you think you are a Buyer, measure yourself against what you are willing to spend in time and money to get the deal done. This will be a great risk gauge and will help you determine the size of business you want to seek, or the job salary you want to seek. **Either way, you need to go the direction that you are “wired” for and not what you think will impress others.**

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