

## **PRESS RELEASE – PRESSEMITTEILUNG**

### **Jeffrey Nyman, CEO of First Choice Business Brokers, elected as president of new Nevada Business Brokers Association**

Professional Nevada Business Brokers founded non-profit trade group with the aim to set quality standards – First Meeting of the association attracted over 100 attendees – Enforcing the significance of the business broker permit

Las Vegas, July 14<sup>th</sup>, 2008 – Jeffrey Nyman, Chief Executive Officer of First Choice Business Brokers (FCBB), USA, was elected to become the president of the recently founded Nevada Business Brokers Association.

In May 2008, Nyman and three other business brokers founded and organized the Nevada Business Brokerage Association in order to set standards for business brokerage in Nevada and to safeguard the 2005 law requiring to obtain a business broker's permit for anyone selling a business. Last month, Jeffrey Nyman conducted the initial general membership meeting of the association with over 100 attendees. To be considered for membership, a business broker has to possess a valid State of Nevada Business Broker License.

Nyman explained the mission of the association as promoting legislation, education and regulations of the business brokerage profession in Nevada in order to ensure that business sales transactions are performed to a specific standard and protecting Nevada buyers and sellers. Jeffrey Nyman in his new position as president of the Nevada Business Brokers Association has already appointed several committees and is preparing for negotiations with the state senator to put forth some amendments.

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Furthermore, the group has drafted an ethics and standards code for its members in order to guarantee high quality standards for brokerage. So Jeffrey Nyman's company First Choice Business Brokers especially pays attention to the education of its Business Broker agents.

First Choice Business Brokers' franchise-system operates on the basis independent Franchisees in the US and Master Franchisees in Europe and Canada that are responsible for a major area. The Master sells licenses to individual franchisees who appoint these specially trained agents for running the actual trade. The agent is the contact person for entrepreneurs who want to buy a business and for company owners who want to sell their business. The agent supports company owners with special market evaluations and matches them with potential buyers.

Also, before a company is assimilated into the FCBB network for sale, each seller is obliged to undergo a detailed due diligence. All evaluated companies for sale are assimilated to the FCBB online platform that gives information concerning purchase price, business model, sales and income figures – while preserving confidentiality.

### **The Company**

First Choice Business Brokers is a fast-growing global franchisor who assists small and medium-size business owners in valuing their businesses and finding buyers. The customers of First Choice Business Brokers include both franchisees and business owners who want to sell their businesses. FCBB is not a competitor of mergers and acquisitions, as it focuses on small and mid-size companies. FCBB comes from the most regulated country within the franchising industry (USA) so it can offer its customers a depth of industry knowledge few other companies can. Through franchising, FCBB generates rapid growth – since the formation of the company, FCBB has launched almost 20 franchises with nearly 100 agents overall.

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