

## **PRESS RELEASE – PRESSEMITTEILUNG**

### **First Choice Business Brokers allocates Master Franchises in Europe**

Rapid expansion of the successful franchise model expected

Zurich/Las Vegas, April 1<sup>st</sup>, 2008 – First Choice Business Brokers' (FCBB) plans to transfer its efficient franchise model containing business brokerage services to the European market now become concrete: Motivated by first positive response from the European market the US-American franchise company intends to contract with intermediaries who are to recruit individual European franchisees. Thus FCBB expects the rapid adaptation of the proven franchise system in the European Union.

A potential Master Franchisee will purchase the rights to sell First Choice franchises in a given territory by paying a fee to FCBB in advance. The Master Franchisee will then take the franchise fee when selling franchises in their territory. "We split the royalty with the Master Franchisee", explains Jeffrey D. Nyman, CEO of First Choice Business Brokers, and adds: "This enables rapid expansion, rather than opening up corporate offices in each location."

The Master Franchisees' function is to provide the franchisees in their territory with training and support services. With Master Franchisees, FCBB is able to sell and support more franchises providing accelerated growth for the company.

## PRESS RELEASE – PRESSEMITTEILUNG

### 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 more than a dozen franchises with nearly 100 agents overall.

### Contact

First Choice Business Brokers  
Richard Giannini  
5420 West Sahara Ave  
Las Vegas, NV 89146  
USA  
Phone: +1 702 368 2500  
Email: [rich@fcbbi.com](mailto:rich@fcbbi.com)  
Website: <http://www.fcbbi.com>

### Press Contact

fr financial relations gmbh  
Peter Liepolt  
Gutleutstraße 75  
60329 Frankfurt a. M.  
Germany  
+49 (0) 69 / 95 90 83 -10  
[p.liepolt@financial-relations.de](mailto:p.liepolt@financial-relations.de)  
[www.financial-relations.de](http://www.financial-relations.de)