



Why does Sunbelt **sell more businesses** than any other business intermediary?

Worldwide Internet Presence

Sunbelt's proprietary website garners 300,000 to 400,000 "business for sale" listings views each month. With a prominent Internet presence, we are able to market the sale of your business to prospective buyers 24 hours a day, 7 days a week.

National Advertising

With national advertising campaigns in *Inc. Magazine*, *Family Business Magazine* and other national publications, Sunbelt has national brand recognition.

Local Market Presence

Having approximately 300 offices around the world gives us a unique combination of local and global perspectives.



Sunbelt's Internet Marketing Program

Nearly everyone interested in buying a business starts by searching the Internet to do research and view "business for sale" listings. In fact, more than 90% of prospective buyers for businesses with an asking price of less than \$1 million come to us because of their Internet searches. **Consequently, it is very important that your business has a strong Internet presence!**

With nearly 300 Sunbelt offices and 1,500 business brokerage professionals worldwide, our network is four times larger than any competitor. Each Sunbelt office has its own website. We also maintain a proprietary Corporate website that includes the local offices' 12,000+ businesses for sale. **This presence places Sunbelt's Internet presence miles ahead of our competitors.**

Our presence on the web makes it easy for potential buyers to find our "business for sale" listings and contact our brokers. Each listing provides basic information about the business, while protecting the confidentiality of the seller. To obtain more information, potential buyers can easily submit an inquiry form online or contact the broker directly via telephone or email.

Sunbelt has employed Search Engine Optimization (SEO) techniques to increase the visibility of the Corporate Sunbelt website, as well as our local office websites. In doing this, we have researched popular search terms and the keywords used by prospective business buyers. By thoroughly analyzing our websites' content and use of keywords important to business brokerage, we have been successful in increasing our presence in Google searches and increasing the listing views on our Corporate website.

As a result, **we receive between 300,000 and 400,000 monthly listing views by prospective buyers**, more than any other business brokerage network. By employing sophisticated SEO techniques, **we expect to increase our monthly listings views to more than 500,000 by the end of the year.**

Utilizing industry-specific keyword searches that are used by potential buyers is important to our Internet marketing strategy. By way of example, we use popular search terms relevant to general "business for sale" searches, such as "Business for Sale", "Business to Buy" and "Buy Businesses". You will find that Sunbelt appears on the first page of Google search results* for those popular searched keywords.

*Based upon March 2008 ranking results.