

	<b>BizUsell</b>	<b>Traditional Business Brokerage</b>	<b>For Sale by Owner</b>
<b>Seller Costs</b>	<b>Low, Flat Fee (\$200-\$5000)</b>	<b>8-12% of Sale (\$30,000++)</b>	<b>Seller incurs all costs of sale.</b>
<b>Tailored for Small Business Sales</b>	<b>Yes</b>	<b>Maybe*</b>	<b>Yes</b>
<b>Professional Exit Strategies</b>	✓	✓	✗
<b>Professional Evaluation for Readiness to Sell</b>	✓	✓	✗
<b>Professional Valuation of Business</b>	✓	✓	✗
<b>Placement on National Listing Sites</b>	✓	✓	✗
<b>Confidentiality Management</b>	✓	✓	✗
<b>Marketing Materials (Flyer/CIM)</b>	✓	✓	✗
<b>Buyer Screening &amp; Inquiry Management</b>	✓	✓	✗
<b>Buyer/Seller Interactions/Negotiations Managed</b>	✓	✓	✗
<b>Deal Structuring, Purchase Agreement &amp; Escrow Guidance</b>	✓	✓	✗
<b>Owner Financing Packaging</b>	✓	✓	✗
<b>Assist with Meeting Legal and Regulatory Requirements</b>	✓	✓	✗
<b>Legal &amp; Tax Assistance Available</b>	✓	✗	✗

++ For many brokers, this is the minimum threshold to make a listing worth their time. As a result, businesses valued below this amount are often overlooked or turned away entirely.

\* Traditional business brokers often struggle to justify taking on smaller business listings due to the limitations of the standard commission model. Earning 10% on a \$20,000 sale rarely covers the time and effort involved. For sellers, that commission can also take a significant bite out of an already modest sale price. Bizusell solves this problem.