


DOCUMENT #5

The Blueprint System™ - Negotiation Series

Business Broker Manipulation Guide


How to Work With (and Around) Brokers to Get the Deal You Want

 **REALITY CHECK:** Brokers work for sellers, not you. Their commission depends on the highest price. Every tactic in this guide is designed to level the playing field.

Understanding Broker Psychology

What Drives Every Broker:

- **Commission:** Usually 10% of sale price (they want it HIGH)
- **Speed:** Faster close = faster payday
- **Ease:** Less work = happier broker
- **Reputation:** Successful deals = more listings

 **Key Insight:** Make their life easier and they'll push your offer, even if it's lower.

The Broker Relationship Ladder

Level	Broker Sees You As	Access You Get
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1 - Tire Kicker	Time waster	Basic listing info
2 - Prospect	Possible buyer	Financials with NDA
3 - Serious Buyer	Commission check	Direct seller access
4 - Preferred Buyer	Repeat customer	First look at new listings
5 - Partner	Deal source	Off-market opportunities

Getting to Level 5 in 30 Days

Week 1: Establish Credibility

The Proof of Funds Power Play:

- Get pre-approval letter from SBA lender (\$5M capacity)
- Show bank statements (even if borrowed for 30 days)
- Create simple website: "[YourName]Acquisitions.com"
- LinkedIn profile: "Business Acquisition Specialist"

First Contact Email:

Subject: Ready to Move – Cash + SBA Pre-Approved

Hi [Broker Name],

I'm actively acquiring a [industry] business in [location].

- Pre-approved for \$3M SBA financing
- \$500K liquid for down payment
- Can close in 45 days

Currently reviewing [Business Name]. Please send full package.

Proof of funds attached.

[Your Name]
[Phone Number]

Broker Manipulation Tactics

Tactic #1: The Multiple Offer Illusion

Make brokers think you're looking at several deals (even if you're not).

Script:

"I'm reviewing 4 businesses right now. This one's interesting but I need to prioritize. What's the seller's real bottom line? I can move fast for the right price."

Why it works: Brokers panic when they think you might buy elsewhere.

Tactic #2: The Reverse Psychology Close

Make the broker sell YOU on why you should buy.

"I'm honestly not sure this is the right fit. The numbers work, but I have concerns about [make something up]. What would you do in my position?"

Result: Broker reveals seller's weaknesses and motivations.

Tactic #3: The Quick Close Leverage

Speed is currency in broker world.

"I can close in 30 days with no financing contingency if the seller accepts \$XXX. Otherwise I need 90 days for full due diligence. What works better for them?"

Getting Information Brokers Hide

POWER MOVE: The "Concerned Buyer" Technique

Brokers must disclose material facts. Use this to your advantage:

What You Say	What You Learn
"I'm concerned about customer concentration"	Forces revelation of top customer %
"I'm worried about lease terms"	Gets you lease details early
"I need to understand the real reason for selling"	Reveals seller's true motivation
"What happened to cause the revenue dip in 2022?"	Uncovers hidden problems

Bypassing Brokers (Legally)

The Direct Approach System

Step 1: Find business info through broker listing

Step 2: Wait 30 days (check broker agreement terms)

Step 3: Contact owner directly with different approach

Direct Owner Email:

"I'm not sure if you're still considering selling, but I specialize in [industry] businesses and can offer unique terms that might work better than traditional buyers. Worth a quick call?"

Legal Note: Many broker agreements have 90-180 day tails. Check first.

Making Brokers Work FOR You

The Referral Fee Reversal

Turn brokers into your deal scouts:

"I'm buying 3-4 businesses this year. If you bring me off-market deals that aren't listed yet, I'll pay you a 2% finder's fee on top of whatever the seller pays. Interested?"

Result: Brokers bring you deals before they hit the market.

Red Flags: When Brokers Are Screwing You

Warning Signs:

- "Multiple offers coming in" (usually BS)
- "Seller needs answer by tomorrow" (fake urgency)
- "Another buyer offered asking price" (prove it)
- Suddenly unavailable after you submit low offer
- Won't let you talk directly to seller
- Financial "adjustments" that inflate price

The Nuclear Option: Reporting Bad Brokers

When brokers lie or act unethically:

- State licensing board complaint
- Association of Business Brokers ethics violation
- Online reviews (leverage for resolution)
- CC their broker-in-charge on emails

Building Your Broker Network

The Portfolio Buyer Strategy

Position yourself as a serial acquirer:

1. Close one small deal with a broker
2. Immediately ask: "What else do you have?"
3. Refer other buyers to them (they owe you)
4. Get invited to broker association meetings
5. Become the buyer brokers call first

Advanced Broker Psychology

What Brokers Fear Most:

- **Deal falling apart** → Use as leverage
- **Seller going around them** → Hint at direct contact
- **Looking incompetent** → Question their process
- **Losing listing** → "Is seller happy with marketing?"

The Ultimate Broker Script Collection

Getting Financial Details:

"I need to move quickly on this. Can you send me three years of tax returns and monthly P&Ls today? I have calls with two other sellers this week."

Negotiating Through Broker:


"I like the business but the price doesn't work. I can do \$X with these terms [insert terms]. If seller says no, what other businesses do you have in this range?"

Finding Seller Motivation:

"Between you and me, what's really driving this sale? Divorce? Health? Burned out? I can structure deals creatively if I understand the real need."

Getting Direct Seller Access:

"I need to meet the owner before spending money on due diligence. If they're not willing to meet, I'm out. When can we set that up?"

 **REMEMBER: Every broker has a price. Find what motivates them beyond commission (ego, speed, ease) and use it.**

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