

Affiliates & Partnerships

PRODUCTIVITY

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ROBBINEX[®]
COOPERATIVE NETWORK[™]



Robbinex® Cooperative Network™

Robbinex® has been in the Merger & Acquisition industry since 1974 and has established itself as a leading firm in North America. We have formulated a process that is both unique to the industry and sought out by firms wanting to learn about the Robbinex® (ISO 9001-2015 Certified) Three-Phase Process™. Robbinex® marketing programs focus on businesses with transaction values of \$1.5M to \$50M, with our sweet spot being \$3M to \$20M.

Robbinex® team members are frequently contacted for their business operation analysis and consulting expertise. The company also provides support to other professional firms who utilize Robbinex® to assist with the management of the numerous administrative tasks that are required with each transaction.










Each affiliate can use the by-line “A Robbinex® Affiliate” along with their own name/brand so to not lose existing brand recognition.



Robbinex® Affiliate (Managing Director or Managing Intermediary)















Affiliates Business Attributes:

Well seasoned businesspeople with extensive experience in:




-  Sales
-  Marketing
-  Production/Manufacturing
-  Administration
-  Distribution
-  Retail
-  Wholesale
-  Basic computer programs (*Word, Excel, Outlook, etc.*)
-  Knowledgeable in:
 - Accounting
 - Law
 - Taxation

Affiliates Personal Attributes:

We are also looking for the following personal attributes:

-  Can quickly assess a situation
-  Competitive
-  Extroverted
-  High level of self confidence
-  Can focus and stay focused over time
-  Strong leadership skills
-  Creative and expresses ideas well
-  Positive thinker
-  Persistent & patient
-  Free to travel
-  Team player
-  Organized self starter
-  Understanding and empathetic
 - Can deal with personal/family issues of clients
-  Communicative
 - Excellent listener
 - Can encourage consultative dialogues
 - High level of external awareness
 - Can read body language

Monthly Costs:

-  Software (\$180)
-  Secured Computer (\$50)
-  Website (\$50) (*new listings, news articles, videos, google ads*)

Robbinex® Affiliate - Managing Director

- 👤 Approximately 200 hours of Robbinex® training
- 👤 Introductory training fee of \$15,000 USD
 - Training fees refundable (*\$3,000 for each of the first 5 COSATA® assignments.*)

Training Outcomes:

- 👤 Full represent all Robbinex® services
- 👤 Effectively search out new associates, professional referral sources, find potential clients
- 👤 Be able to create a “trusting relationship” with a client
- 👤 Facilitate a working relationship between the Robbinex® team and new clients
- 👤 Write and quote/price contracts
- 👤 Qualify prospective clients
 - Sell COSATA®s
 - Sell and facilitate the deliverables on the 14 alternatives to selling and consulting assignments
- 👤 Utilizing a CRM specifically structured for Robbinex® to maintain Keep in Touch (*KIT*) programs with prospects and current clients
- 👤 Should be able to create a pipeline that will deliver 15 to 20 new clients annually

Benefits:

- 👤 Access to all vlogs, blogs & webinars
- 👤 Conferences tied with associations
- 👤 Marketing & Advertising support:
 - Prospect research
 - Prominent placement on website
 - Brochures
 - Personalized book
 - Letter writing campaigns
- 👤 Weekly briefing meeting (*Video call*)
- 👤 Lead generating website (*with bio & picture*)
- 👤 Full access to Robbinex® video library
- 👤 Opportunity to publish article in a Robbinex® Execu-Brief®
- 👤 Opportunity to post articles in our “Articles by Others”
- 👤 Comprehensive Strategic Analysis of Transition Alternatives (*COSATA®*) reports created by Phase One
- 👤 Consulting support
- 👤 GoldMine® Access (*CRM*)
- 👤 Secure Robbinex® laptop
- 👤 Annual mandatory conference with Robbinex®
- 👤 Monthly Robbinex® webinar

Responsibilities & Duties

- 👤 Arranges a Codicil update if required
- 👤 Organizes & attends Seven-Step presentation
- 👤 Follows up after closing
- 👤 Obtains testimonials & leads from clients
- 👤 Delivers workshops, seminars and public speaking engagements
- 👤 Keep in Touch (*KIT*) program with all prospects & clients
- 👤 Sets up & attends presentations done by Robbinex®
- 👤 Assists the client to understand & implement recommendations
- 👤 Assists the client in making the next step decision
- 👤 Maintains effective communication with client & Robbinex® throughout Phases One, Two & Three
- 👤 Expected to generate 15 to 20 new clients annually

Robbinex® Affiliate - Managing Intermediary

Training Outcomes:

- 👤 Able to fully qualify a buyer's 3Ms
- 👤 Effectively use Robbinex® buyer data bases
- 👤 Create a "trusting relationship" with a buyer
- 👤 Write contracts using the MOU program
- 👤 Manage the buyer's and seller's professionals
- 👤 Utilizing Robbinex® tools to sell a business for the highest value
- 👤 Should enjoy a steady stream of successful closings

All Managing Director Training is a prerequisite to training for this level. Managing Intermediaries are entitled to all Managing Directors benefits as well as the ones listed below:

- 👤 Approximately 50 hours of Robbinex® training
- 👤 Initial fee of \$7,500 USD
 - Training fees are refundable. \$3,750 for the first two closed transactions

Robbinex® 50/50 Joint Venture Partnership

Robbinex® Joint Venture Partners are entitled to all Robbinex® Affiliates benefits, plus:

- 👤 Must have completed both Managing Director and Managing Intermediary training
- 👤 Approximately 400 hours of Robbinex® training (based on the needs of the Partners employees)

Benefits

- 👤 Operates a complete Robbinex® regional office
- 👤 May have remote Managing Directors/Intermediaries
- 👤 Profits shared on a 50/50 basis (calculated after a fixed management/owner fee) to a maximum of 9.5% of gross revenue paid to Robbinex®

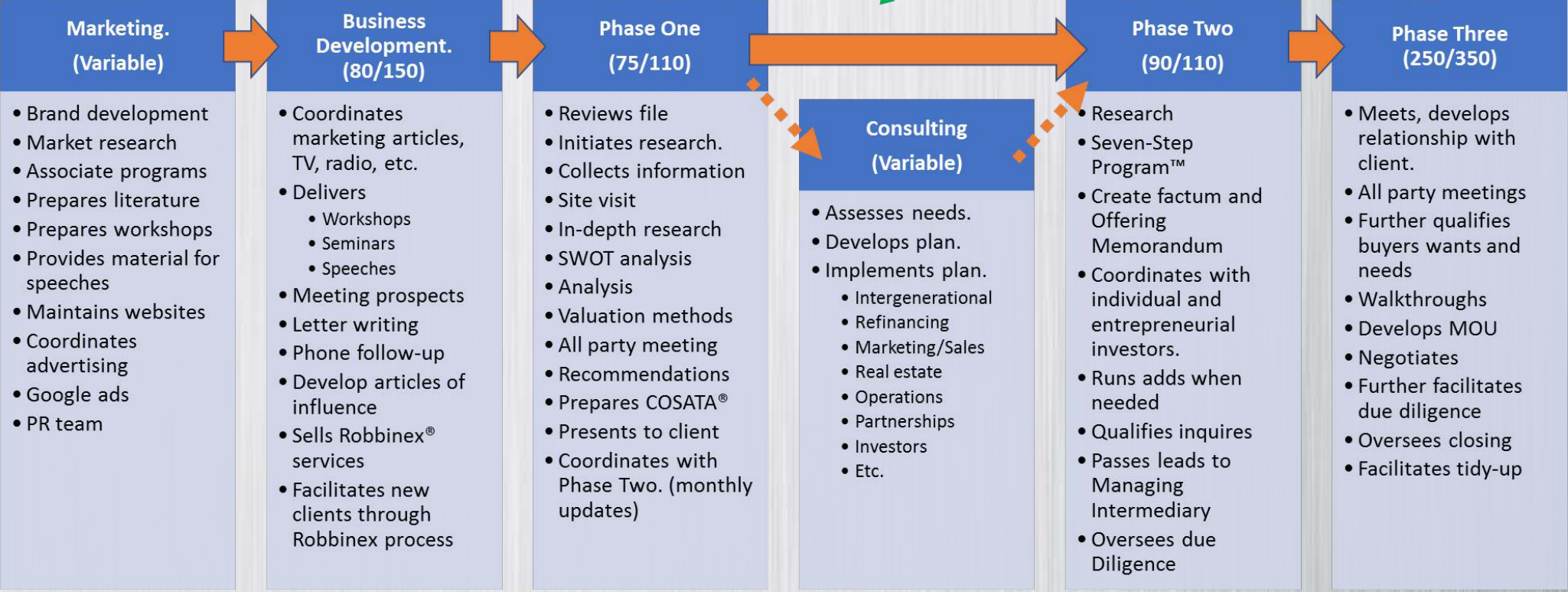
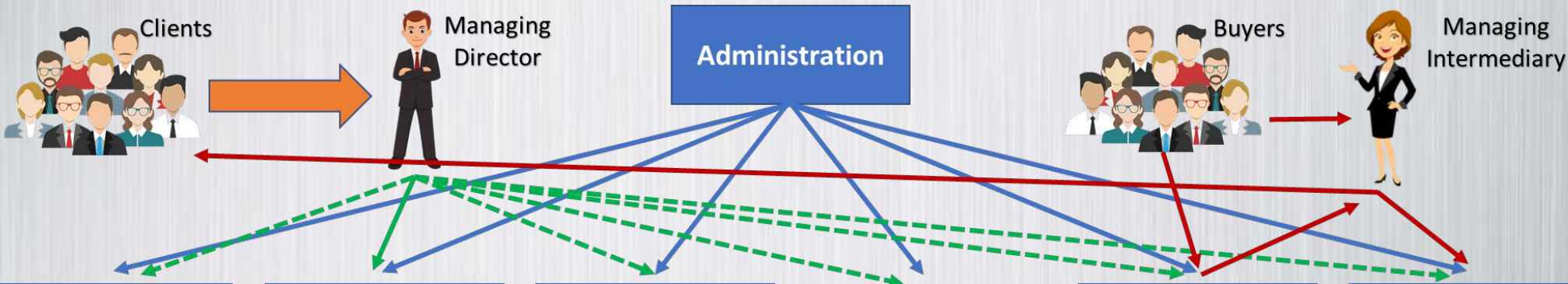
Responsibilities & Duties

- 👤 Sets up a regional office under Robbinex, collect 100% of revenue
- 👤 Working partner must have been Robbinex® trained
- 👤 Have a fully trained staffed team of competent support
- 👤 Can use Robbinex® backroom if needed, on a cost-plus basis
- 👤 Must be able to demonstrate the ability to deliver a minimum of a 24 new COSATA® assignments each year
- 👤 Partner must provide all working capital required, by way of shareholder loans which will be repaid from profit, before dividends are paid (*estimated \$150-250K*).

Monthly Costs:

- 👤 Software (\$180) per employee
- 👤 Secured Computer (\$75) per employee
- 👤 Website maintenance (\$100) (new listings, news articles, videos, google ads)
- 👤 Office Costs:
 - Rent
 - Advertising
 - Software
 - Communications
 - Employees
 - Insurance
 - Etc.

Our Process



What Sets Us Apart

Registered Trademarks:

- Robbinex®
- Three-Phase Process™
- COSATA®
- Execu-Brief®
- RASSP®
- NAPP™
- Seven-Step Marketing Program™
- Experience, Creating Opportunities®
- Business B4 Breakfast® Workshops

Software & Databases:

- Valuation Software
- IBISWorld
- BizComps
- GoldMine® (CRM)
- Robbinex® Registered Buyer Database
- Sage Works
- D&B Hoovers
- VDR (Virtual Data Room)

Services:

- COSATA®
- Basic Valuations
- Codicils
- MBOs
- Facilitation of Expertise
- Basic Consultation/Coaching
- Financing
- Personal Advisory Boards (PABs)
- RASSP®
- Intergenerational Transfers

Marketing Programs:

- Video Library
- Execu-Brief®
- Social Media
- Letter Campaigns
- Speeches
- Workshops
- Seminars

Associations:

- M&A Source
- AM&AA
- IBBA
- CVBBA
- CBBA
- Chambers of Commerce
- Other civic organizations

Back-room Support:

COSATA®, Valuations, Value Enhancements, Seven-Step Marketing Program™, Codicils, Research and Consulting. We can also step in to assist with vacations or illness.

Sell Your Practice:

For registered Robbinex® Affiliates and Joint Venture Partners.

ISO 9001-2015 Certified:

Robbinex® is the only business intermediary / business brokerage company in the world certified by the International Standards Organization for the process of selling a business (our Three-Phase Process™)

Robbinex® Select™ Program:

Understanding that many Affiliates currently in the main-street market with business values under \$2M have spent years of effort to create their pipeline, we have created the Robbinex® Select™ program to support smaller value assignments. Robbinex® Select™ may be applicable to provide both the time and support for an existing professional to graduate from being a business broker to a business Intermediary.



Local access to over 35 countries. Our global network has access to a wide range of strategic buyers, acquisition, and merger candidates as well as corporate financial partners that ensure successful transactions.

At Robbinex[®], we ensure our clients make



the **Right Decision**, at
the **Right Time**, for
the **Right Reasons**[™]

www.robbinex.com

robbinex@robbinex.com

1-888-ROBBINEX (762-2463)