



*Three Industries. One Business. Endless Possibilities.*



**TRANSWORLD**

Business Advisors

Business Sales ♦ Mergers & Acquisitions ♦ Franchises

## A History of Experience, Growth and Franchising Success

Established in 1979, Transworld Business Advisors was originally founded in South Florida by Don (a 30-year IBM executive) and his wife Bonnie Parrish. Andy Cagnetta, CEO & owner of Transworld Florida, originally came to Transworld as a buyer looking to fulfill his entrepreneurial dreams. From his first meeting, he knew Transworld was special and different. After a few years of working for Don, Andy bought Transworld and quickly grew it to the largest business brokerage in Florida.

Although the company was thriving, Andy envisioned even more growth. It wasn't long before Ray Titus, founder of United Franchise Group, and Cagnetta teamed up to form a partnership and offer Transworld Business Advisors as a franchise.

With more than 35 years of franchise expertise, Ray leads the United Franchise Group, a group of affiliated companies and brands, home to award-winning franchises Signarama, Transworld Business Advisors, Fully Promoted, Venture X, Office Evolution, The Great Greek Mediterranean Grill, Graze Craze, and Network Lead Exchange.

With Ray's franchise success and Andy's business brokerage industry experience, their symbiotic relationship helped grow Transworld into what it is today – The World's Leading Business Brokerage Franchise – with more than 235 territories in 16 countries worldwide\*.

For over 40 years, Transworld has specialized in the sale of businesses and commercial real estate. Today, Transworld Business Advisors is a global network of brokers offering a turnkey solution for those who desire to build a solid business and future for themselves while maintaining a balanced, fulfilling quality of life.

Transworld Business Advisors is headquartered in West Palm Beach, Florida. Our state-of-the-art training facility has helped entrepreneurs from around the world achieve their dream of business ownership.

With our comprehensive training programs, full marketing support, and local field support, you won't have to start from scratch. Our trained experts and mentors will help you every step of the way.



## Industry Knowledge and Strong Leadership

Transworld Business Advisors is proud to be a member of the esteemed Starpoint Brands family, a division of United Franchise Group™ (UFG), the global leader for entrepreneurs. Transworld Business Advisors provides franchisees with a vast network of business experts. Our team of executive leaders at Transworld Business Advisors and Starpoint Brands provide abundant support to our network – from general business brokerage advice to assistance with understanding franchise concepts as they relate to both running the business and assisting other business owners with franchising – our leadership team helps pave the way to your success. Our network of support and guidance is one of the many benefits of joining Transworld Business Advisors.

### Andy Cagnetta

*CEO and Owner, Transworld Business Advisors*



Andy is a recognized speaker and trainer in the subject of business sales, valuation and negotiations. He has taught his self-authored negotiations class to associations, construction companies, media sales teams, government agencies, high school & university students. Host of podcast channel, The Deal Board, alongside co-host and owner of Transworld Rocky Mountain, Jessica Fialkovich, Andy shares his expertise and provides a behind-the-scenes look into everyday business brokerage transactions.

A philanthropist at heart, Andy's signature charity event "Andy's Family Pasta Dinner" has raised over \$3,000,000 since 2003. He is father to two. Rachel, Lauren and his wife, Allison are Hollywood, Florida residents (Allison since 1970, Andy since 1994).

### Ray Titus

*Founder, United Franchise Group*



Ray Titus started Signarama in 1986 with his father. After the original store in Farmingdale, New York became successful, the duo decided to start franchising the concept in 1987. After many years of success with Signarama, Ray decided to expand his concept and help other entrepreneurs with different ideas get their businesses off the ground by franchising. This was the beginning of United Franchise Group, which is now internationally successful with multiple brands and over 1,600 franchise locations in 60 different countries.

### Bill Luce

*President, Transworld Business Advisors*



Bill Luce, President of Transworld Business Advisors has more than 30 years of experience in global sales and executive management. Bill joined the United Franchise Group in 1994 as the Director of Franchise Development. During his time in this role he designed and developed a franchise sales system that included all aspects of advertising, lead generation, software implementation, collateral material, initial prospect contact and management with Regional Vice Presidents. Bill continues to strengthen the foundation of Transworld Business Advisors and ensure the success of the brand worldwide. In an industry where businesses are put up for sale every day and franchising is experiencing explosive growth, the Transworld Business Advisors model is poised for international success.

# One Business Model.

**TRANSWORLD BUSINESS ADVISORS** is committed to “doing good deals for good people”, having assisted buyers and sellers in thousands of transactions for over 40 years. Our business model combines three main thriving industries and profit centers, all involving the development and growth of existing and new businesses.

## Business Brokerage

1

A business broker is an impartial third party that works with the buyer, the seller, or with both sides of a business sale and helps coordinate the deal. Typically, business brokers make anywhere from 10-12% of what the business sells for.

What differentiates Transworld Business Advisor is we consider people the number one priority over any deal. Creating lasting relationships with your clients is incredibly important to the success of your business. In many cases, though, you'll find clients who have had less than favorable experiences with brokers in the past. You may hear feedback like:

- *Brokers don't care about the customer as much as the deal*
- *Brokers don't assist in educating buyers and sellers*
- *Brokers only care about listings and will “burn through” buyers*

*A few things Transworld Business Advisors franchisees pride themselves on are:*

- *Teaching clients how to prepare their business for a sale*
- *Teaching sellers about the sales process*
- *Helping both buyers and sellers know the value of a business*
- *Teaching sellers how to confidentially market the sale of their business*

The last point is key. Confidentiality is crucial in a business sale, because employees, customers, and vendors can lose faith in a business if they know it is changing ownership. To keep the business successful and the transition smooth, confidentiality is key.



# Multiple Revenue Streams.

2

## Franchise Consulting

The next profit center is franchise consulting. This is where you assist clients who are looking to buy a new franchise. When you join the Transworld team, you will have the opportunity to represent more than 300 different franchise concepts from various industries at various investment levels. From day 1, you will have a tremendous inventory to offer your buyers no matter what they are looking for.

*Some of the ways you help match you clients with the best franchise for them is based on their:*

- *Backgrounds*
- *Interests*
- *Investment levels*

If the match proves to be successful, a referral fee in the range of \$10,000 to \$30,000+ will be paid to you for assisting in this process!

3



## Franchise Development

The final profit center is franchise development. These potential clients are not necessarily looking to buy or sell a business; they likely have a concept or actual business that they would like to grow through franchising. You will work in conjunction with our Development team to help these entrepreneurs turn their business or concept into a franchise.

As with franchise consulting, franchise development incorporates incentives. Successful matches could result in referral fees of about \$20,000.

4

## Mergers And Acquisitions

Transworld's M&A Division consists of a team of professionals specializing in mid-market transactions for companies between \$5 million and \$100 million. Transactions of this size require a unique blend of experience, insight, and skilled negotiation, which is why we have a separate division to meet the specialized needs of these buyers and sellers. Whether you are working with a buyer or seller, our highly knowledgeable team can add significant value to your transaction by advocating for your best interests and negotiating the Greatest Value. We see the "Greatest Value" as that unique mix of Price, Terms and Cultural Fit between both sides of a transaction.

# “The starting point of all

## Technology And Advanced Systems

Transworld Business Advisors gives the competitive edge with our advanced technology and systems. Incorporating modern day technology into the day-to-day business brokerage transaction makes for an efficient and powerful system. From automatic website integration to capturing and managing your leads and listings, our state-of-the-art proprietary CRM system makes running your day-to-day business not only easier, but more productive.

### *Enhancements include:*

- *Digitally Automated Contracts*
- *Email Newsletters*
- *Internal MLS System*
- *Messaging Board for Constant Network Communication*
- *Automated Listing Management & Posting to Third-Party Sites*
- *Shared Documents Folders*
- *Branded Image Libraries*
- *Technical Support*



*Our branded image library helps streamline the process of marketing your listings.*

# achievement is desire.” Napoleon Hill

## Marketing And Advertising

Our marketing team is dedicated to providing you with print and digital tools you will need to build your business, get listings and increase sales. It starts with your fully functioning, local website. As you benefit from online leads through our extensive online marketing program, we also provide a wide array of traditional marketing pieces you can use right away to build your local business.

As a Transworld Business Advisors franchisee, you benefit from national advertising and brand building marketing programs provided through the advertising fund.

*The brand focuses on a layered marketing approach that includes initiatives such as:*

- Search Engine Optimization
- Ongoing Link-Building Campaigns
- Display and Social Media Advertising
- Website and CRM Enhancements
- Local Office Marketing Tools
- Social Media Management
- Map & Directory Management



*“Transworld Business Advisors marketing programs well exceed the expectations set by other franchise systems. One of the things that attracted us to Transworld was the ongoing marketing tactics and strategies that help back, grow and validate my business. Over the past 5 years, we have grown our offices to 4 locations – brand reputation and marketing played a significant role in our expansion.”*

*Al & Jessica Fialkovich, Transworld Rocky Mountain, CO*

# Training

There are many advantages to becoming a Transworld franchisee - one of them is our highly recognized comprehensive training program. We make sure you get off to the right start with all the tools you need to succeed.

## *Your complete three week education program includes:*

- *Two weeks of training in the Center for Entrepreneurial Excellence at Transworld's global headquarters in West Palm Beach, Florida*
- *Instruction on the business brokerage industry as well as best business practices*
- *Up to one week of on-the-job training*
- *Hands-on industry, technical and marketing training*
- *A local operations advisor will work with you in your new location to ensure you get off to a solid start*



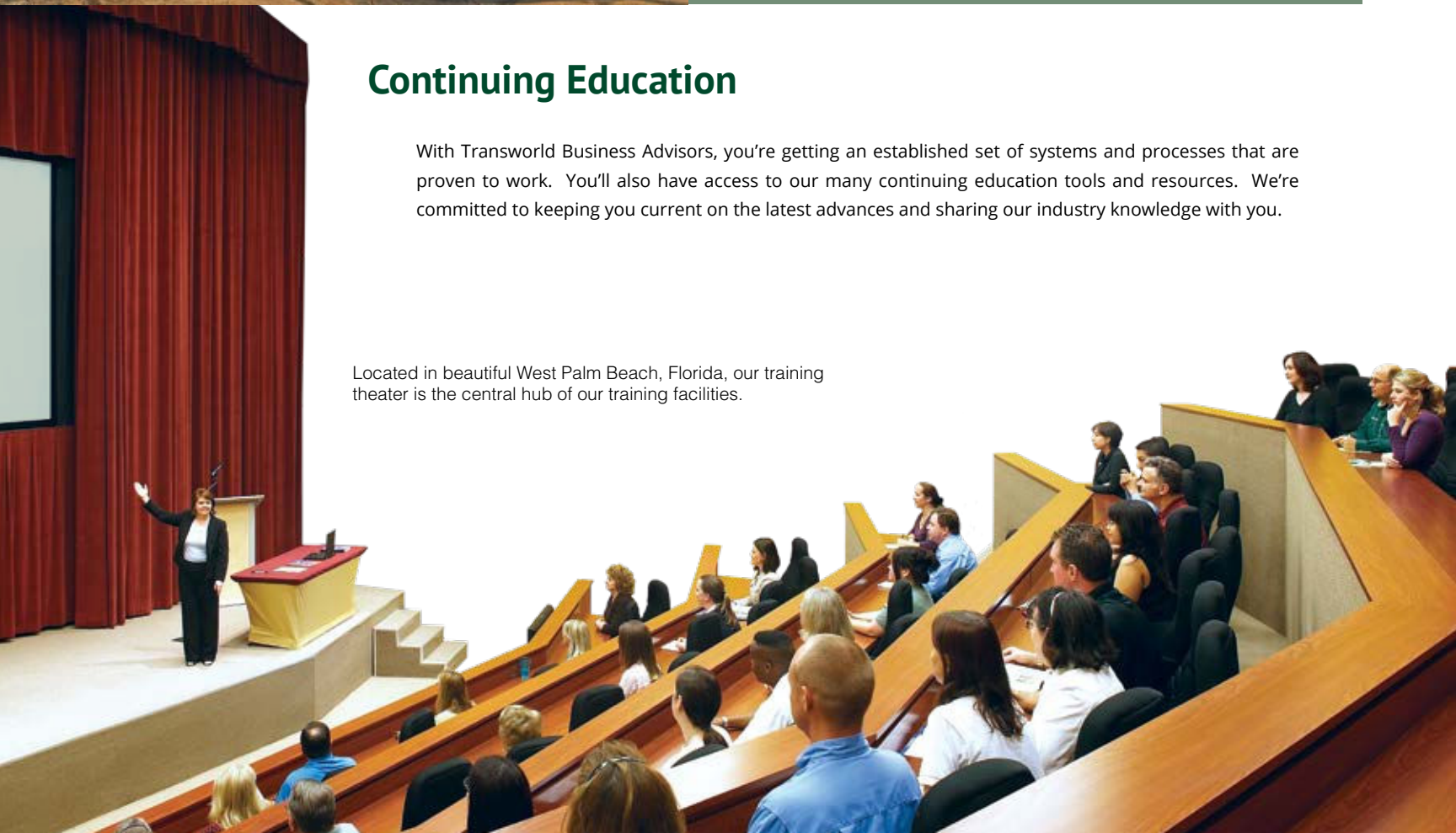
## World Expo

Transworld Business Advisor franchisees and their brokers from around the world meet annually to network and share best practices from across the system. The world expo is also an excellent opportunity to meet with industry-specific vendors to learn about new lending opportunities and marketing strategies.

## Continuing Education

With Transworld Business Advisors, you're getting an established set of systems and processes that are proven to work. You'll also have access to our many continuing education tools and resources. We're committed to keeping you current on the latest advances and sharing our industry knowledge with you.

Located in beautiful West Palm Beach, Florida, our training theater is the central hub of our training facilities.





# Our Brand. Your Country. Master License Opportunities

The Transworld Business Advisors Master License Program has clear benefits to offer in your country. If you have an entrepreneurial spirit and you are thinking about launching a business, consider one that already has proven success around the world. As a Master License owner, you will have many ways to build and grow your brand in your country.

The program grants licensees the rights to a country or region, enabling you to operate a flagship store and become the franchisor of the Transworld brand in your part of the world. Building a brand around the world takes expertise and experience – at Transworld, we know what you need to create a successful business model in your country. You can count on our extensive network to help you conduct business worldwide with the confidence that Transworld is your global partner for success.



Secure License

Attend Industry Training

Open Pilot Location

Localize The Business

Attend Franchise Training

Prepare The Documents

Begin Franchising In Your Country

**THE TYPICAL PROCESS FOR STARTING YOUR MASTER LICENSE**



## President's "E" Award For Exports

U.S. Secretary of Commerce, Wilbur Ross presented United Franchise Group the coveted President's "E" Award for Exports. The President's "E" Award is the highest recognition that any United States entity can receive for its significant contributions to the expansion of U.S. exports. "United Franchise Group has demonstrated a sustained commitment to export expansion, and the 'E' Awards Committee was very impressed with United Franchise Group's sales of U.S. franchises in foreign markets. The company's development of export opportunities for its vendors was also particularly notable. United Franchise Group's achievements have undoubtedly contributed to national export expansion efforts that support the U.S. economy and create American jobs," said Secretary Ross in a congratulatory letter to the company announcing its selection.



# Let's Get Started!

If you've dreamed of being your own boss, controlling your own destiny and having the independence and financial security that a growing industry can provide, then you should consider the advantages Transworld Business Advisors offers.

## **HIGH PROFIT POTENTIAL**

With multiple revenue streams, a proven business model and low costs, your profit potential is limitless. Commission-based earnings, as opposed to fixed-incomes or salary caps, allow you to control your income and make the salary you desire.

## **TURN-KEY OPERATION**

Fuel your entrepreneurial spirit without the overwhelming capital and guess work in going it alone. With Transworld Business Advisors' easy-to-follow and profitable franchise model and systems, franchisees can hit the ground running and see returns almost immediately.

## **LOW-COST INVESTMENT**

Transworld Business Advisors is a low-cost franchise opportunity, with a low franchise fee of \$64,500 and no inventory or equipment to purchase and maintain. The business can also be run by a single owner, if desired, virtually eliminating the costs associated with staffing and payroll.

## **FLEXIBLE LIFESTYLE**

Franchisees create their own work schedules and can work from any location they desire. The business is mainly run using online communication tools and a telephone, so franchisees have flexibility in where, when, and how they work. This allows franchisees to put family first and fulfill outside obligations easily while effectively running a Transworld Business Advisors franchise.

## **RESULTS-DRIVEN MARKETING**

Transworld Business Advisors' marketing program is guaranteed to support your business's success. Our ongoing, national marketing campaign not only builds brand awareness across the entire franchise system, but trickles down to benefit and generate business for your local office. With implemented programs across a diverse channel of platforms, we strive to position ourselves as the world's leading business brokerage franchise that we are.

## **WORLD-CLASS TRAINING**

New Transworld Business Advisors franchisees train for two weeks at United Franchise Group's headquarters in West Palm Beach, Florida. During these two weeks, franchisees learn about business brokerage, franchise consulting, and franchise development. Our extensive training will teach you everything you need to know in running, managing and growing a successful business.

## **START-UP AND ONGOING SUPPORT**

Transworld Business Advisors is by your side from the beginning and beyond. Franchisees receive both initial training and ongoing support, getting hands-on experience with processing transactions and working with clients. Our network provides a wealth of continuing education, training and support to help keep your business successful.

We look forward to a bright future together and want you to know we appreciate and understand the investment you are considering making with Transworld Business Advisors. We work hard every day on behalf of the entire system to make this a premium brand in our industry. We invite you to reach out and learn more about what opportunities await you.

Find out for yourself why Transworld Business Advisors is the world's leading business brokerage franchise.

***We look forward to meeting you!***

For more information please visit

**888.920.1852 | [franchises@tworld.com](mailto:franchises@tworld.com) | [www.tworldfranchise.com](http://www.tworldfranchise.com)**



2121 Vista Parkway  
West Palm Beach, FL 33411  
p: 888.920.1852  
f: 561.478.4340  
e: [franchise@tworld.com](mailto:franchise@tworld.com)  
[www.tworldfranchise.com](http://www.tworldfranchise.com)

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Member of the Starpoint Brands Family.



This advertisement is not an offer to sell a franchise. Any offer to sell this franchise will be made by a Franchise Disclosure Document and only following registration by Transworld Business Advisors, LLC in any state requiring registration prior to sale.

Starpoint Brands is a group of affiliated companies and brands.

In New York: This advertisement is not an offering. An offering can only be made by prospectus filed first with the Department of Law of the State of New York. Such filing does not constitute approval by the Department of Law.

In California: These franchises have been registered under franchise investment law of the State of California. Such registration does not constitute approval, recommendation or endorsement by the Commissioner of Business Oversight nor a finding by the Commissioner that the information provided herein is true, complete and not misleading.