Letter of Recommendation for Business Acquisition Plus, LLC and Brent Bressler

August 22, 2025

With an entrepreneurial background, I had little fear when it came time to sell one of my businesses. After 17 successful years of refining the business model, building a solid management team, and maintaining sound financial documents, I was ready to divest and retire to our summer lake house and the Florida coast.

Initially, I worked with a large local company that was rigid on the business valuation and lease specifics related to the real estate portion. After moving on and realizing all things happen for a reason, I reached out to Brent, and the rest is history.

Our paths had crossed a couple of times on other business opportunities, but we never closed on any. We met a couple of times to discuss logistics, marketing, fees, and all of the important details of a business transaction of this sort. I was more than confident that Brent was working for the Seller to find a solid candidate.

I listed the business around January 10th, and we closed the transaction on March 29th! Probably not a record, but darn close. As with all sales transactions, you attempt to achieve a Win/Win for all parties; this deal was no different. Based on the pleasantries exchanged, I thoroughly feel this was 100% achieved.

How did it go? Weeks one and two received a lot of interest from the listing, much more than expected. Everyone who was given specifics and business data was pre-qualified by Brent, so there was no waste of time. We conducted seven one-on-one phone interviews in the following week. By mid-February, we'd narrowed it down to two of the best potential buyers. We made a couple of phone calls, and the decision was made on who to go with. Further, knowing in writing the offer to the runner-up was still "golden" if anything fell apart with the selected buyer. That keeps you sleeping well at night!

The legal part of the deal was the most drawn-out stage of the transaction, spanning over three weeks of back-and-forth negotiations. In general, the buyer wanted to "make sure everything was perfect," and both sides' attorneys shared the same goal. I get it – it was their first major purchase, and we knew they wanted it to be 100% solid, so patience prevailed.

One week before closing, the funds were verified, and the process of disclosure to the business management, account managers, and production associates began. Everything went very smoothly.

In comparison to my previous deal that fell through the prior year, I closed with a 16% higher valuation on the business portion, and the real estate portion sold for 13.7% higher, with no realtor commissions.

Brent kept me aware of every aspect as they transpired. He stepped in when he felt a request was unreasonable and guarded the seller's position. He was always prompt and professional in returning all communications with all parties. In general, nothing is perfect, but I certainly would not hesitate to utilize Brent's services again. Thank you, Brent, for all of your professional business services and friendship – it was a pleasure working with you.
Best Regards,

Jeff Johnson

Jeff Johnson
Retired Business Owner