

## YOU NEED A QUARTERBACK, NOT A COACH



I was explaining to a client the other day what my role is when someone hires us to sell their practice.

She asked, "So you'll quarterback the sale of my practice?"

I said No.

Why?

**Sports.**

I am a huge fan of the National Football League.

I call it football.

World Cup Soccer is cool, but North American football is my sport.

Go Bills!

**Why a quarterback?**

Because there are hundreds of logistical details involved in successfully selling a practice:

1. Completing the appraisal
2. Establishing the asking price
3. Identifying the right market
4. Satisfying buyers' insatiable appetite for data, and then even more data
5. Selecting the right playbook to generate as many qualified offers as possible
6. And much more...

On some transactions, thousands of interactions and touch points by phone, text, email, and in person are required to create and orchestrate our empirical, silent, sealed bid process.

The process that the open market rewards – if you are selling but despises if you are buying.

Sorry buyers, we make you work and you must compete with many others to win the competition.

The competitive, open market process is what consistently produces the strongest offers.

And yes, for sellers, you absolutely need a quarterback to see your game plan unfold as it should.

**But please know this: I am not the quarterback.**

Every ROI Corporation associate is a trained professional quarterback.



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In many cases, they can get the ball into the end zone with minimal, if any, involvement from me. That is what years of intense training and coaching can achieve.

Yes, I am bragging.

But certain transactions, however, require the coach to become more involved.

The coach does not need to set foot onto the playing field. They watch the game from the sideline, keep the big picture in focus, and step in when necessary.

If you select a sophisticated brokerage, you will have both a quarterback and a coach.

You will also have a robust offensive line protecting your assets every step of the way.

**Yet make no mistake, in the larger firms, the coach oversees it all.**

He watches quietly, recognizes when a risky play is worth calling, and knows when it's time to make a substitution.

That's my role.

I'm the coach.

I'm also the owner of the team.

**Who represents you?**

The ethical brokers are accountable and loyal to one person, and one person only.

You.

The client.

Buyer or seller – your “agent” must decide whom they work for.

As a reminder, I do not act for purchasers, nor do I represent them.

I own a single-sided, brokerage focused exclusively on vendors.

I'm not certain every brokerage in the industry can honestly say the same.

Many, the grifters included, play both sides of the field, structuring the game to benefit themselves rather than either the buyer or the seller.

Be vigilant. Watch out for the grifters.

They're fast-talkers and quick-footed newcomers who do not have a coach keeping them accountable.

They can switch sides and change loyalty as quickly as it takes to earn a commission.

Is this shameless promotion for a proud, family-owned, 100% Canadian brokerage that has been serving clients for more than 50 years?

Yes.

Yes, it is.

We want your business.

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My dad taught me two things:

1. Tell the truth, Timmy
2. Serve your master

So, here's my promise to you:

1. Unfiltered commentary
2. No AI content
3. I am at your service

It is the peak of our short, precious Canadian summer.

Go outside and enjoy it.



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