

How a Business Broker Creates Vibrant Deal Flow Using PRO

MEET BRIAN ZOBERG

Brian Zoberg is a seasoned CRE broker specializing in the sale of small businesses, often including associated real estate. With over 25 years working in South Florida, Brian has built an extensive network and a deep understanding of his local, multicultural market. His ability to communicate in Spanish further enhances his reach with domestic and international clients.

He's received multiple accolades over his career, including the Business Brokers of Florida (BBF) Million Dollar Club Award multiple times, the BBF Deal Maker Award for Top 50 Brokers in Sales Volume for the State of Florida, the International Business Brokers Association (IBBA) Deal Maker (Number of Deals Sold), and the IBBA Platinum Chairman's Circle and Chairman's Circle Awards (Total Sales Volume).

PAINTING THE SCENE

Before using Crexi, Brian faced challenges finding motivated buyers for his listings. As a business broker—a niche somewhat different from traditional commercial real estate—he found that other tools yielded little activity and lukewarm leads, which resulted in prolonged time on the market.

Brian started using Crexi in September 2023 after the company's partnership with Miami Realtors and quickly saw the benefits after meeting with the team. Within a week of subscribing, he connected with a buyer for a scrap metal recycling facility and 36-acre property, resulting in a sale exceeding \$5 million.



Crexi has been a game-changer for my business. The daily leads and detailed information help me connect with motivated buyers quickly. I sold a \$5 million property within a week of subscribing to PRO, and this listing had been on the market for 7-8 months on other sites prior."

Since joining, Mr. Zoberg has harnessed Crexi's platform to market his small-business listings to a national audience, garnering motivated attention and allowing him to execute deals quickly on his clients' behalf. Particularly in Mr. Zoberg's specialty, Crexi matches his listings to buyers actively searching for their next investment and equips him with powerful lead management and reporting tools that free up his time and allow him to focus on the most important matters.



VIBRANT DEAL FLOW:

Despite operating in the niche business sale market, Crexi's unique search-matching capabilities have delivered high volumes of buyers who are ready to close a deal on Mr. Zoberg's listings.



EFFECTIVE LEAD MANAGEMENT:

Crexi's lead management and reporting tools automatically send Mr. Zoberg a list of fresh leads daily and provide metrics on how engaged they are. The automatic and insightful nature of Crexi's lead management dashboard makes it easy for his team to report clear updates to his clients.



EVOLVING ADVISORY TOOLS:

As Mr. Zoberg continues to learn the platform, he's finding new ways to help his clients achieve their best ROI, from using Crexi's Intelligence data platform to determine the most accurate valuation to utilizing property insights to understand how to best market a given property to buyers.

Since joining Crexi PRO in September 2023, Mr. Zoberg and the Suncoast Business Consultants team have garnered:

800+
leads

2,100+
pageviews

160+
flyer/OM
downloads



I'm really happy I signed up. The platform's marketing capabilities and user-friendly interface are top-notch. It's an excellent alternative to other platforms – Crexi's lead generation and reporting are exceptional, and it's helping my niche business get the attention it deserves."

