

Sacramento Business Brokers Firm Undergoes California Expansion Driven By Innovative CEO, Greg Roberti

Sacramento business broker, Westwood-Benson Business Brokers, capitalizes on strong demand for business brokerage services as owner/operators of small to medium size companies seek exit. Firm to expand service footprint to include companies in greater San Francisco business broker market.

Sacramento, Ca ([PRWEB](#)) April 24, 2012 -- Westwood Benson Business Brokers, a leading California Business Broker headquartered in the greater Sacramento area, today announced its intent to expand its service footprint to include the greater San Francisco Bay Area. The firm, a leader amongst [Sacramento business brokers](#), is headed by CEO, Greg Roberti, a long-time successful entrepreneur himself. Under his leadership, the [Sacramento business broker](#) has established itself as an authority by catering to the needs of successful owner/operator business owners who have limited succession options and seek to profitably exit their business.

(Additional information at: www.WB-BusinessBrokers.com)

“Companies which are owned by owner/operators are in high demand right now”, states Westwood Benson President, Greg Roberti.

“These owner/operators are great entrepreneurs. And if they’re looking to sell their company, that means they have probably been around for some time and have a leadership position in their market. As a result of the downsizing of large public companies, many former executives and middle managers have left the corporate world and are buying privately owned businesses. With this emerging trend, owner/operators are certainly seeing attractive offers however they should not bank on getting top dollar easily.”

Westwood Benson has established itself as a leader amongst California and Sacramento business brokers by focusing on the unique needs of owner/operator business owners. The value-add which sets Westwood Benson apart, stems from the vision and experience of the firm’s founder and President, Greg Roberti. A 30-year veteran of the business world, Mr. Roberti is known for espousing a “knowledge-based” methodology in the brokerage process.

“When we accept a new client assignment, the first thing we do is perform a multi-dimensional financial assessment to determine both the firm’s actual and potential market value. Most Sacramento business brokers use the standard metrics in business valuation because they lack awareness of more sophisticated methods employed by brokers who cater to large and public companies. There are many drivers of business value which are not readily visible when using the standard metrics and this is why owner/operators are often underwhelmed by the offers they’ve received”, says Mr. Roberti who holds an MBA.

According to Mr. Roberti, another critical factor for company owners to consider is the upcoming US presidential election- "We're currently in a relatively stable valuation environment. However regardless of whether President Obama or Governor Mitt Romney wins, there is a great deal of uncertainty about what will happen after the US Presidential election. Republicans and Democrats will have to contend with several significant economic issues such as medicare, social security, healthcare, taxes, and entitlements, so right now is really the best time for company owners considering selling their business."



Due to the high demand for their business broker, business valuation and business appraisal services and the expansion in the San Francisco Bay Area, Westwood Benson Business Brokers has made recent additions to its brokerage staff. Business owners interested in an initial consultation and a no-cost preliminary valuation may contact Westwood Benson Sacramento Business Brokers at (916) 788-1939 to schedule an appointment with Mr. Roberti.

About Westwood Benson: Westwood-Benson Sacramento Business Brokers provide professional and confidential business sales, company valuations and advisory services for business owners and companies desiring to sell, value or improve their business. We are known as innovative leaders in the sale of businesses and companies throughout California. Our approach is to represent owners of quality businesses with a custom approach to the needs of each company and its owners.

For media inquires, please send an email to [info\(at\)wb-businessbrokers.com](mailto:info(at)wb-businessbrokers.com).

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