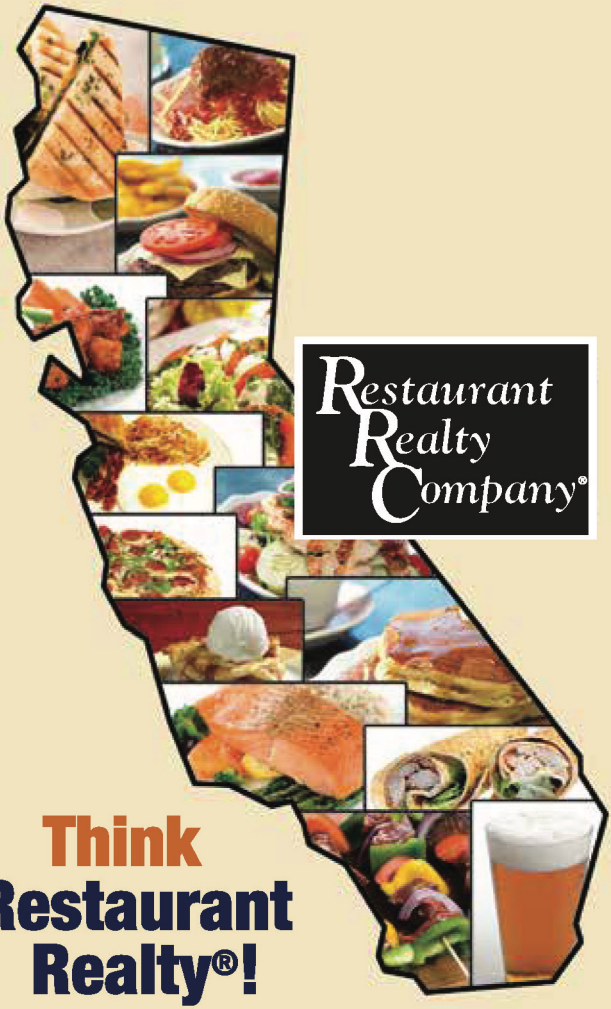
Thinking About Selling Your Restaurant, Bar, Nightclub or Related Commercial Building?



Think Restaurant Realty®!

California's Largest Restaurant Business Brokerage

Since 1996

www.RestaurantRealty.com

Our Team:

Our real estate agents and brokers have **extensive** real estate experience. Many of our associates have either owned and/or managed restaurants or other food service businesses and some have extensive commercial and residential real estate sales experience. Our team members are located throughout California so we can service clients throughout the state. Our associates are provided with comprehensive training and ongoing education to ensure the best experience for business buyers and sellers. We work as a team to collaborate and share our knowledge and expertise to best represent our clients. Restaurant Realty's current brokers and agents have had great success completing over **$1,000,000,000 (billion)** of business and real estate transactions with **over 3,200** clients, selling/leasing **over 1,600** restaurant, bar and/or nightclub businesses and **over 70** related commercial buildings totaling over **3.2 million square feet** of commercial space leased and completing **over 5,000** valuations.

The Broker:



Steve Zimmerman, CBI, M&AMI, CBB, FIBBA is the Founder, Principal Broker and Chief Executive Officer of Restaurant Realty Company. Steve has personally sold/leased **over 1,000** restaurant, bar and/or nightclub businesses and **over 40** related commercial buildings totaling **2+ million square feet** of commercial space, collaborated with **over 2,000** clients and completed **over 3,000** valuations since 1996. Steve has held a Real Estate License for **over 40** years. Steve was previously in restaurant operations as president and CEO of Zim's Restaurants which had 37 restaurants during its history.

Additional Support Staff include

- Project Manager
- Buyer Manager
- Buyer Coordinator
- Finance Director
- Internet Marketing Coordinator
- Marketing & PR Director

Restaurant Realty Company®

Restaurant Realty Company® has a well-managed system to ensure a smooth transaction for you.

10 Reasons to Use

1. Proven Track Record:
We have a successful track record helping over **3,200 clients** in completing over **$1,000,000,000 (billion)** of Business and Real Estate Transactions including the following: Selling/leasing over **1,600** restaurant, bar and/or nightclub businesses; Selling over **70** related commercial buildings; Leasing over **3 Million** square feet of commercial space; and, Completing over **5,000** valuations.

2. Confidentiality:
We have strict procedures for maintaining confidentiality throughout the marketing process.



3. Business Experience:
Steve Zimmerman, President and owner, and his associates have a proven track record with strong restaurant and real estate experience. Every associate has deep restaurant operator and management experience.

4. High Return Rate:
Our huge database of buyers enhances your chances of getting the highest price possible for your business.

5. High Success Rate:
The national average of businesses listed that get sold is around 20%. Our success rate is substantially higher than the national average.

www.RestaurantRealty.com

Restaurant Realty®

6. Pre-Qualified Buyers:
All potential buyers are screened to assure that they are operationally and financially qualified.

7. Immediate Exposure:
Once we receive your representation agreement, your business will be put online within 24 hours.



8. Comprehensive Marketing / Advertising:
Our extensive marketing and advertising program exposes your business to thousands of potential buyers.

9. Professional Negotiators:
We have extensive experience working with buyers, sellers, landlords, attorneys, and accountants.

10. Specialized Support:
A competent, trained member of our staff handles each stage of the process.

Restaurant Realty Company®

California's Largest Restaurant Business Brokerage
Since 1996

connect with us: linkedin.com/in/restaurantrealty
like us: facebook.com/restaurantrealty
follow us: twitter.com/rrealty

SOCIAL MEDIA MARKETING

Being active in the social media world is very important in today's business transaction environment. It is a vital business networking tool when marketing your listing. In particular LinkedIn has become a priceless business networking tool.

Over **13,500+** restaurateurs have connected to our principal, Steven Zimmerman on LinkedIn are following updates of our new listings. With over **16,000+** fans on Facebook and active Pay-Per-Click advertising campaigns reaching tens of thousands of interested buyers, we offer a solid digital marketing campaign to compliment the sale of your restaurant.



While phone books are a thing of the past, we have online directories with listings throughout California to make sure buyers and sellers can reach us.

Restaurant Realty Company®

Specializing in Sales, Acquisitions and Leasing of Restaurants, Bars, Clubs & Related Commercial Buildings

Phone: 888-955-9701 (toll free)
Fax: 415-945-9702
E-mail: inquiry@RestaurantRealty.com
www.RestaurantRealty.com

How We Sell Your Business:

Restaurant Realty Company® has an exceptional system which will aid you in the sale of your business.

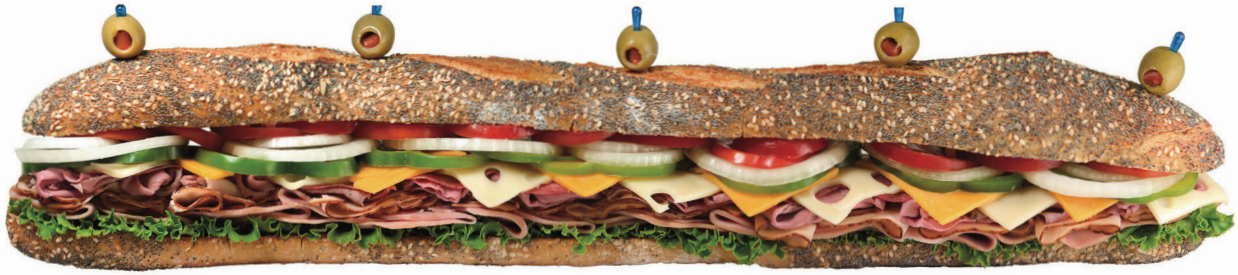
VALUATIONS

You will receive a recommendation of value based on the information you provide us and our knowledge of the market.

PACKAGING

We will provide you with guidelines for the necessary documentation needed. Once you provide us with these documents, we will supply them to qualified buyers who have signed confidentiality agreements to speed up the sale process.





RESTAURANTREALTY.COM

Our website **RestaurantRealty.com** is visited by hundreds of thousands of prospective buyers annually. You can easily find us on major search engines including Google, Bing, and more.

Your business will have a special property profile and dedicated page on our website. The majority of our sales are confidential listings so we are experts in creating confidential profiles which generate interest. For listings that are not confidential we include more details about the business, including pictures.

INTERNET MARKETING

Your property profile will also be listed on many other major business opportunity websites including, but not limited to:



- BizBuySell: bizbuysell.com
- BizBen: bizben.com
- BizQuest: bizquest.com
- BusinessesForSale: businessesforsale.com
- BusinessMart: businessmart.com
- BusinessBroker: businessbroker.net
- LoopNet: loopnet.com
- San Francisco Chronicle: sfgate.com/business
- Sacramento Business Journal: bizjournals.com/sacramento
- Silicon Valley Business Journal: bizjournals.com/sanjose
- Los Angeles Times: latimes.com/smallbusiness
- Financial Times: ft.com/businessesforsale
- Wall Street Journal: wsj.com/small-business
- Bloomberg Business Week: businessesforsale.businessweek.com
- The New York Times: listings.nytimes.com

THE RESTAURANT DEALMAKER SHOW

Launched in January 2022, **the Restaurant Dealmaker Show** has yielded over **250,000+ views** for **25+ episodes** featuring restauranteurs, industry and business leaders via YouTube, Facebook and Zoom webinar live & on-demand. To learn more about this successful show visit RestaurantDealmaker.com.

E-NEWSLETTER UPDATE

Over 75,000 registered buyers receive an email newsletter weekly - every other week the enewsletter contains new, price reduced and featured listings and the weeks in between the enewsletter highlights featured listings, a recently done deal and other information.



SPECIALIZED MARKETING

We frequently develop specialized marketing campaigns which allow us to contact potential buyers online, via social media, via print media, direct mail, email and phone. At times we do specialized mailings to potential buyers throughout California, targeted direct emails and phone calls, and advertise in niche market publications such as Nation's Restaurant News.

PUBLIC RELATIONS & MEDIA

In addition to marketing, we get media coverage because of our experience and expertise. We have been written about and have been published in major publications including the Forbes, NY Times, Wall Street Journal, Bloomberg, Inc Magazine, Nation's Restaurant News, QSR, Restaurant Business Magazine, San Francisco Business Times, the San Francisco Chronicle and Restaurant Hospitality Magazine. We were also featured on numerous podcasts and webinars, including CABB, IBBA, BizBuySell & RestaurantOwner.com.

