

Enlign Business Broker Appointed to New Board Position

Bob Watson, Certified Business Intermediary® with ENLIGN Business Brokers of Raleigh, NC, has been named as Public Relations and Membership Committee Chair by the Carolinas-Virginia Business Brokers Association (CVBBA). Watson is the current Vice President of the board of directors of CVBBA, and the president-elect for the 2011 term.

Watson attended the CVBBA's spring conference in Richmond, VA that was held March 5th and 6th, 2010. The committee assignment was formalized at the CVBBA board of directors meeting held on Saturday, March 6th, 2010.

“The CVBBA's leadership and membership are committed to becoming more recognized by the professional teams involved in our clients' transactions. We believe that more formal public relations activity can also raise awareness in the general business community of the important services that qualified business intermediaries bring to the planning, valuation, marketing, and transaction of businesses,” said Watson. “As we expand our broker and affiliate member base, we are maximizing public relations efforts to inform and educate more people about what we do, and how we do it.”

About the CVBBA

The Carolinas - Virginia Business Brokers Association is a regional affiliate of the International Business Brokers Association, and is a non-profit corporation created to unite those engaged in the sale of business opportunities in North Carolina, South Carolina and Virginia for the purposes of:

Maximizing and enhancing public awareness of the business brokering profession and association members.

Promoting the professional development of its members through educational opportunities and networking.

Developing a more efficient market for the transfer of business ownership through encouraging cooperation and communication among members, thereby better serving member's clients.

Developing and encouraging a code of ethics among its members to set high standards of conduct and professionalism required for co-brokering confidential business sales.

About ENLIGN Business Brokers

ENLIGN Business Brokers, which has its headquarters in Raleigh, N.C., provides seller and buyer services, professional negotiation, and valuation and marketing services to small- and medium-business sellers and buyers in the Southeast and nationally through the ENLIGN Business Brokers Affiliate program and ENLIGN Professional Partners Program (EPPP). ENLIGN provides business owners wishing to sell their businesses with discrete, objective counsel and valuation advice, and an innovative, comprehensive approach to marketing businesses for sale. Complete confidentiality is offered throughout the process. ENLIGN, which is a member of the International Business Brokers Association (IBBA), M&A Source and the American Business Brokers Association (ABBA), requires that its agents and affiliates have owned a successful business of their own, hold an advanced degree and be members of IBBA working towards or having completed the Certified Business Intermediary (CBI) accreditation. For more information about buying or selling a business or becoming an ENLIGN affiliate broker, contact Jeff Snell at jsnell@enlign.com or visit the Web site at www.enlign.com.

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About the Author

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