



**ROTARY:  
MAKING A  
DIFFERENCE**



*The Award Winning*

## ***Malibu Rotary Club Surfwriter***

February 14 2018

Official Newsletter of the Rotary Club of Malibu

Malibu Rotary Club President Bianca Torrence

Pictures by John Elman

Edited by Dr. John W. Elman

**In This Issue (click underlined topics for web link when connected to the Internet)**

- **Last week** Alex Ayzin on “Successfully Selling Your Business.”
- Next regular Malibu Rotary Club meeting February 21 2018 Room LC 152 on the Pepperdine Drescher Upper Graduate campus Fellowship will begin at 7:30 a.m. with meeting starting at 8:00 a.m. This will be a Malibu Rotary Club Assembly led by Teresa Le Grove who will be talking about the Malibu Rotary Club Malibu Middle and High School Singing Competition on held on January 24 this year—with suggestions for next year’s event
- Check [Calendar](#) on Malibu Rotary website [www.maliburotary.org](http://www.maliburotary.org)
- **Rotary International Website:** [www.Rotary.org](http://www.Rotary.org)
- **Rotary District 5280 Website:**[www.rotary5280.org/](http://www.rotary5280.org/)
- **RI President (2017-2018)** Ian H.S. Riseley

- **Rotary District 5280 Governor ( 2017-2018) Cozette Vergari**

## **Alex Ayzin on “Successfully Selling Your Business.”**



Malibu Rotary Club’s newest member Alex Ayzin is known in our club as the creator of Winds of Freedom Music Video celebrating man's quest for Peace and Freedom. Alex is also the Executive Director of Frontier Brokers ([www.frontierbrokers.com](http://www.frontierbrokers.com)) which specializes in successfully buying and selling businesses. At the February 14th meeting of the Malibu Rotary Club Alex told us what he does as a business broker and the essentials to consider when selling a business.

Alex and his family came to this country as political exiles from the former Soviet Union in 1979. Alex said that he was very close to his father, who recently passed away. The senior Ayzin was an officer in the Soviet navy, who refused to become a member of the Communist Party, and was sent to the arctic region by his government, and was in danger of being killed. The family was somehow able to escape the country of their birth and receive political asylum in the United States after landing in New York City.



Alex has been involved in many businesses and he says that much of what he has learned has been by mistakes. Experience not only teaches you what to do but also what not to do.

Alex Ayzin has done many things for the 39 years he has been in America. He holds a Bachelor of Engineering degree and MBA from SUNY Maritime College. Before he left New York his work experience included working as an engineer at Con Edison Co. of New York, as well as consulting to the US Government DOE and as an independent entrepreneur. He has been involved with

various businesses including manufacturing, export/import, sales and marketing. His experience has given him keen understanding of the needs of small business owners, as well as corporate clientele.

In 1997 Alex relocated to Los Angeles, where he was first a licensed stockbroker and Financial Consultant with Morgan Stanley Dean Witter and later became one of the leading experts in the business brokerage industry. His knowledge of the Southern California business environment and intricacies in the disposition of businesses has made him very successful helping both small

business owners is the purchase and sale of their businesses, as well as advising on mergers and acquisitions. Alex has also held a New York State Real Estate License since 1985 and California State Real Estate License since 2005. Alex's international background and multi-cultural upbringing and education have provided him a vast network of friends, family and colleagues from Europe, and Asia. His website points out "Alex is resourceful yet discreet, and is an excellent confidant for clients who are making crucial lifestyle and investment decisions."

### **"Real Estate is based on looks; Business is based on books"**

Although Alex has a real estate broker's license he does not buy or sell real estate. He concentrates on buying and selling businesses. Alex emphasizes the distinction between these two types of brokerage services. While the successful end result of each type of service will end up in and escrow, how you achieve that end is totally different.

He explains, simply put, "Real Estate is based on looks; Business is based on books"

Alex and his company, Frontier Business Brokers, is a leader in the business brokerage industry.

The website [www.frontierbrokers.com](http://www.frontierbrokers.com) explains "We represent both buyers and sellers in the often complex and difficult process of buying or selling a business. We understand that this is one of the most important business decisions you will ever make that can effect your livelihood, lifestyle and family. We will save you the time and energy of marketing your business or searching for the right one. With over 75 years combined experience and over \$50 million dollars in sales and transactions, Frontier Business Brokers specializes in assisting clients in the sale of businesses ranging in price from \$50,000 to \$10,000,000. We will evaluate your business to establish its fair market value, and aggressively market your business for the fastest sale at the highest price."

Although Alex is involved in both buying and selling business his talk at the February 14 Malibu Rotary Club meeting concentrated on selling a business.

He said he limits the businesses he sells to private family type businesses rather than large corporations. He said there are many reasons people sell businesses. They may want to sell the business to get the cash out, because of the owners age, because of divorce (which could be a traditional divorce of married people or the owners of the business not getting along), retiring, business fatigue (burn out), relocation, or because the business is bad. If the business bad, would it be viable if someone else was running it?

The website brings up points to consider when selling a business:

"Selling a business is a complex process.

Valuation, financial statements, preparation of the business for sale, marketing the business, negotiating the various details and closing the deal are just a few of the crucial components to a successful sale of your business. Each phase requires different skill sets and experience from a qualified business broker.

Meanwhile – you still have to run your business on a day to day basis.

Frontier Business Brokers can take the weight of the selling process off your shoulders.

It is crucial for business owners to fully understand the process of selling their business and how to maximize the business value at the time of the sale.

Selling a business commonly includes the following steps:

1. Developing a value proposition strategy
2. Building a marketing plan
3. Introducing potential buyers to the business
4. Negotiating details of a deal
5. Preparing a Purchase Agreement
6. Due diligence
7. Closing the sale

Maximizing company value at the time of sale is the ultimate goal of any Business Owner. This is something we at Frontier Business Brokers help business owners achieve.

When selling a business you need to work with business brokers that can accurately assess the real market value of your business.

The only way to become a reliable and credible business evaluator is via extensive real-world experience. Frontier Business Brokers has that real world experience and extensive knowledge in all other aspects of selling a business.

The percentage of down payment, guarantees, lease terms and transfer, key employee issues, transition periods, non competition and a wide variety of other similar issues should all be considered when selling a business. frontier Business Brokers leave no base uncovered.

Frontier Business Brokers specialize in valuing, marketing and selling small businesses with revenues of up to \$20 million and an enterprise value of up to \$10 million.”

In addition to the website [www.frontierbrokers.com](http://www.frontierbrokers.com), you can e-mail Alex at [alex@frontierbrokers.com](mailto:alex@frontierbrokers.com) or phone him at 310-210-7800. Frontier International LLC Business Brokers & Advisors is located at 5757 Wilshire Blvd. Suite 440, Los Angeles, CA 90211.

## News and Guests at the Last Malibu Rotary Club meeting

**Malibu Rotary Club President Bianca Torrence** said she is working on having an evening mixer in March or April at Casa Escobar. This may be with or without the Malibu Chamber.



### **Bill Wishard at PETS tells us about the Rotary theme for 2018-2019**

**BE THE INSPIRATION** Malibu Rotary Club President Elect Carlye Rudkin was unable to attend PETS last week end. Bill Wishard was already planning to be there because he was asked by the District to evaluate those who were presenting classes there. At the February 14 Malibu Rotary Club meeting Bill reported it was the best organized and most fun PETS he has attended. To emphasize the fun part had said that the various Rotary Districts in southern California and Nevada, who host the event, each had a theme to for the meals (breakfast, lunch and dinner) at the conference and Bill came to our meeting wearing a mask and cowboy hat that represented the 5280 theme of the day—“The Lone Ranger.” Bill said that each district’s theme had singing and music. Are there lyrics to the William Tell Overture? The Rotary International theme for 2018-2019 is “Be The Inspiration.” The logo, although international, seems like it could be one for Malibu and Pepperdine with a large blue wave curling over what appears to be red, orange, and yellow rays of light. Besides bringing back printed material to Carlye bought a thumb drive containing all the of the great speakers at the conference and said there is at least one of them we may show as a future club program.

### **District Events**

Membership Forums will be held March 3<sup>rd</sup>, Jounrey of Faith, 1243 Artesia Blvd, Manhattan Beach 8:30 a.m. to noon.

- Interactive session focusing on attracting and retaining members
- Rotary brand experience
- Leave with action steps to make a difference in your club immediately.

Cost: \$20 for registration by Feb. 16; \$25 for registration after Feb. 16.

**March 10 there are two major district events:**

**Pageant of the Arts at Loyola Marymount University**

And also on March 10

**Thomas Fire Recovery Project**

From 1:00 p.m. to 3:00 p.m. at the Big Rock Preserve in Ventura

The Ventura Land Trust is thrilled with the outpouring of support from Rotary and Rotaract! We look forward to planting trees with you at the [Big Rock Preserve](#) on the afternoon of Saturday, March 10th from 1 - 3 PM.

Project details:

- Please RSVP at this link: [http://www.venturalandtrust.org/rotary\\_tree\\_planting](http://www.venturalandtrust.org/rotary_tree_planting). Having a headcount will help us know how many tools, gloves, shovels etc. to bring to the event.
- Included in the RSVP link is a liability form that we need all volunteers to complete and bring with them on the day of the planting. If they forget to bring one, we will have more on hand at the event.
- Directions to Big Rock Preserve are included in the event description. Parking is available either under the overpass on Casitas Vista or along the road on N. Ventura Ave. We will put directional signs along the fencing along the bike path pointing you to the entrance to Big Rock.
- We welcome people to plant trees in memory of others but we do not have the capacity to place markers by those trees. The marked trees (which unfortunately are not native trees) you saw along the bike path were planted by another group on land that is not owned by VLT.

Bianca announced other future Rotary District events— the District St Patrick's Day 5k Color Run to End Polio, starting a 8:30 a.m. Saturday March 17 in the Crystal Springs Picnic Area at Griffith Park. Cost is \$50.00 for adults and \$20.00 for Rotaractor, Interactors and participants under 18. Registration includes a t-shirt, sunglasses, lunch and one raffle ticket. There will be live music. Register at <https://www.stpatricksdayercolorrun.com/> All proceeds from this event will go to End Polio Now and will be matched two-to-one by the Bill & Melinda Gates Foundation.

**Guests**

Two familiar guests were at the February 14 meeting of the Malibu Rotary Club. **Pete Allman** who works with Alex in his various endeavors, including promoting both the Winds of Freedom video and his business brokerage business, and Malibu resident **Mark Koller**.

# Calendar

## **February 21 2018 Malibu Rotary Club Singing Competition Debriefing**

The Annual Malibu Rotary Club Middle and High School Singing Competition was held January 24 this year. At this meeting of the Malibu Rotary Club chair of the event Teresa Le Grove will discuss the organization of the event and recommendations for future events.

## **February 28 2018 Malibu Rotary Club Assembly led by Bianca Torrence.**

## **March 7 2018 Rotary Membership club assessment and recruitment**

This day Malibu Rotary club President Bianca Torrence asks that the meeting be devoted to Membership club assessment and recruitment lead by Teresa LeGrove, Bill Wishard and Carlye Rudkin who have attended forum.

It will also be a day to discuss, plan and set date for a social/happy hour to invite community

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