



The next program is **April 6th**, so register ASAP for the first 2009 ...

# ERA Webinar

**Sign up NOW for this live, one-hour, interactive educational seminar designed for rep firm owners, presidents and managers.**

## **April 6<sup>th</sup>: Valuing, Buying, Selling or Merging a Rep Firm**

Speaker: **Bryan Shirley, CPMR**, President of MANA (former ERA national officer and conference chair)

In these challenging and changing times, have you considered diversifying your rep business by buying or merging with another rep company? Are you considering selling your rep business?

Then this how-to Webinar is for you! The content focuses on three critical steps in the buy-sell-merge process:

- 1) Valuation**, i.e., how to value a rep firm;
- 2) Structuring the deal**, i.e., payments; and
- 3) Making it work** ... with your principals, customers and employees.

This program includes a candid discussion of what works and what doesn't by a presenter who has consulted on 40+ rep firm buy or sell arrangements. For use-it-now information and insights, sign up today!

### **Here are the *FAST FACTS*.**

- All that's needed to participate is a telephone and a high-speed Internet connection.
- For just one **LOW** connection fee of **\$65** for ERA and MRERF association members (\$85 for non-members), **MULTIPLE** attendees can participate at the same location. Invite your staff or chapter members to attend a Webinar together!
- Registrants receive a **FREE** audio recording of each Webinar for future reference and/or sharing.
- All Webinars begin at **NOON Eastern time** and run for one hour.
- Time is allotted for attendees' questions and interactive discussion with the speaker.
- On-line registration is quick and easy via a link to ERA's service provider, Confertel.
- Registrants receive a toll-free dial-in number and a link to Webinar PowerPoint files in advance.
- CPMRs and CSPs earn .1 CEU for each Webinar.

### **To register for the April 6th Webinar,**

(or to order audio and PowerPoint files of any of the past 12 Webinars at just \$20 each),

**go to [www.era.org](http://www.era.org) ... and click on the **Webinars** link in the home page **Spotlight**.**

*(To sign up at member rates, have your ERA I.D. number ready.)*