



Refer. Support. Earn.

REFERRAL PROGRAM

Help Business Owners Exit Right,
And Get Rewarded

LEARN MORE

Referral Program Overview

**Help Business Owners Exit Successfully.
Get Rewarded for the Introduction.**

At Bbg, we help small business owners plan and execute successful exits. From business valuation to deal execution, we guide them every step of the way.

If you're a CPA, attorney, banker, advisor, consultant, or simply someone who knows business owners, you're in a great position to introduce us.

Why Refer to The Bbg?

- Trusted Sell-Side Advisors with Real Results
- Hands-On Planning, Maximizing the Sale.
- Deep Financial Buyer Network and Strategic Buyer Procurement.
- Confidential & Professional Proprietary Outreach
- Clear Referral Fees, Fair Pricing Methodology.

How It Works

1

Submit a Referral

Fill out referral form with basic contact details of the business owner.

2

We Reach Out

Our team contacts them professionally, no pressure or hard sales.

3

Discovery & Fit

If it's a match, we walk them through exit readiness, valuation, planning, and the sale process.

4

They Engage with Bbg

Once they formally engage us, we begin our tailored advisory process.

5

We Guide Through To A Sale

We work with the business owner helping to source buyers, negotiate deal terms, and getting to the finish line.

Partnership Fee Structure

There are two overlaid components of our fee structure.

- First, there is a monthly retainer based on your estimated purchase price. This covers expenses relative to our work in analyzing, preparing, and managing your business in the market.
- Second, there is a success fee based on the Double Lehman Formula at time of sale. Any monthly retainer payments made to us from now through the sale will be counted towards the success fee to reduce the total amount due at that time.

Purchase Price Estimate	<\$500K	\$500K - \$1M	\$1M - \$2M	\$2M - \$5M	\$5M+
Monthly Fee	\$250	\$500	\$1,000	\$2,000	\$4,000
Annualized	\$3,000	\$6,000	\$12,000	\$24,000	\$48,000

Referral Fee Table

Transaction Value	The Bbg Success Fee	Your Referral Fee
\$500,000	\$50,000	\$5,000
\$1,000,000	\$100,000	\$10,000
\$2,500,000	\$210,000	\$21,000
\$5,000,000	\$300,000	\$30,000
\$10,000,000	\$400,000	\$40,000

Double Lehman Formula

- 10% of the first \$1 million
- 8% of the second \$1 million
- 6% of the third \$1 million
- 4% of the fourth \$1 million
- 2% of all amounts above \$4 million

Referral Program Terms & Conditions

Last Update: July 2025

By participating in Bbg's Partner Referral Program ("Program"), you agree to the following terms and conditions. These terms are subject to change at any time at Bbg's sole discretion.

1. Eligibility

- The Program is open to individuals and businesses legally allowed to receive referral compensation.
- Participants must be at least 18 years old and legally authorized to share contact information for referred parties.

2. Qualified Referral

A Qualified Referral meets all of the following criteria:

- The referred business owner is not an existing or prior client of Bbg.
- The referral is submitted via the official referral form or directly communicated to Bbg with written confirmation.
- The referred contact engages in a sell-side engagement with Bbg within 12 months of the referral submission.

3. Payout Terms

- Referral fees are paid after Bbg is paid its success fee following a closed deal for the owner's exit.
- Payments are made via check, ACH, or other agreed-upon method.
- Referral fees are based on the published Referral Fee Table on the Bbg website at the time of referral
- No fees will be paid on canceled, refunded, or withdrawn engagements.

4. Non-Exclusivity & Discretion

- Bbg reserves the right to accept or decline any referral at its sole discretion.
- Participation in this Program does not constitute a formal partnership, employment, or joint venture.
- Bbg will handle all client interactions with full confidentiality and professionalism.

5. Confidentiality

- All referred information will be handled confidentially by Bbg.
- Referral partners agree not to publicly disclose client names or referral details without written permission.

6. Tax Responsibility

Referral partners are solely responsible for any tax liabilities or reporting related to compensation received through this Program.

7. Program Modifications

Bbg reserves the right to modify or terminate the Referral Program or its terms at any time, with or without notice. Existing referrals made before such changes will be honored under the terms active at the time of submission.



Ready to Refer?

SUBMIT A REFERRAL IN UNDER 2 MINUTES:

[Join Referral Program](#)

Have questions? Contact us at referrals@thebbg.com