



**COMMERCIAL • RESIDENTIAL**

**LICENSED • INSURED**

To Whom It May Concern,

Professional Roofing Inc. in Denver Colorado has over 85 employees and grosses around \$10,000,00/year. I have spent 11 years building this business up, so it was critical for me to sell it for as much money as possible to the most qualified buyer, and one that I can trust to carry it forward.

I had known Paul Olsen of VR Business Brokers for several years and he made it clear that he sells “blue collar business” and construction-related businesses. In fact, he represented to me that he was the #1 producing broker in the United States out of 600 brokers for VR Business Brokers. I had a very clear and detailed contract with Paul detailing exactly what I required to sell the business. Within 2 months of signing this agreement, Paul is selling my business for almost “2 X’s my contracted asking price”.

We had no less than 5 qualified buyers very interested in closing. Paul created a controlled bidding process among 3-4 of these buyers and as we got closer to the end, he kept ratcheting up the sales price to benefit me. In all my years, I have never seen anyone negotiate so aggressively on my behalf. He truly advocated for me from start to finish. In fact, in the end, I got a sales price that was almost twice what I expected AND he negotiated a deal to allow me to keep 20% of the stock in my company. I am very pleased with the outcome and I have the best buyer for the company and my employees going forward.

Paul managed the sales process very well from the start. Throughout the entire sales process, I found him to be honest and hard working. He immediately got to work and created an excellent sales package. In fact, many buyers commented to me how the sales package was one of the best and most comprehensive they had seen and that this is what drew them in with initial interest to pursue my business offering. Many of the potential buyers stated that the use of videos to comprehensively cover all aspects of the business operations was something they had not seen before. Looking back, I would consider Paul’s approach to preparing a business for sale and promoting that business to be unique and somewhat revolutionary. Every broker should use this approach to sell a business! It saves time and protects the confidentiality of the business owner, which was critical to me.

I would strongly recommend Paul Olsen to any Colorado business owner who seeks to sell their business both quickly and quietly. He will fight aggressively for the best deal for you.

*Daniel J Cupit*

Daniel J Cupit, Owner  
Professional Roofing Inc.