



VALUATIONS, MERGERS & ACQUISITIONS

CASE STUDY

How BVMA Helped a Real Estate Broker Exit His Business and Secure His Legacy

Howard Lein,
Broker/ Owner
REMAX, Arizona, USA



"I was wasting time with a few other potential purchasers when Broker VMA came to me with an out-of-state buyer who was keen to expand into the Sun Belt. One thing led to another, and the sale that was completed was a complete win-win for me and my family."

Howard Lein has been running his top-drawer real estate brokerage in Scottsdale and Phoenix, Arizona for the past three decades. Building a reputation and attracting realtors, he grew to over 100 agents, putting him into the big leagues in his state and with his franchise, RE/MAX. He believes in treating his people the way he would want to be treated, and that strategy paid off in growing to the size he was. Howard's team is devoted to their customers and always trying to find the best option for them. His agents are top in their field, experienced and savvy. When it came time to exit, Howard wanted someone who shared his values and his vision.

THE CHALLENGE

LACK OF TRANSPARENCY

Lack of transparency around potential buyers was a challenge for Howard. For Howard, finding the right buyer wasn't just about the numbers – it was about trust and transparency.

The market was filled with potential buyers, but none seemed to grasp the true value of what he had built. Without proper guidance, Howard found himself in discussions with unsuitable candidates who undervalued his life's work. The lack of transparency around potential buyers' intentions and capabilities left him concerned about his legacy, his son Tyler's future in the business, and the welfare of his loyal team.

"I was spinning my wheels with potential purchasers who didn't understand my vision or share my values," Howard recalls. "The future I had worked so hard to build seemed uncertain."

THE SOLUTION

BRING IN A SPECIALIST TO VALUE YOUR BUSINESS AND LET THEM HELP YOU FIND THE RIGHT BUYER.

The turning point came when Broker VMA Inc., who had previously prepared a professional valuation of Howard's brokerage, introduced him to an out-of-state buyer looking to expand into the Sun Belt. This wasn't just another introduction – it was a carefully curated match based on shared values and vision.

Broker VMA's approach went beyond traditional brokerage services. They began with a comprehensive valuation that captured not just the financial metrics, but the intangible assets that made Howard's business unique. This deep understanding allowed them to identify buyers who would truly appreciate and build upon what Howard had created.

"Bringing in Broker VMA's network and expertise led to finding a buyer that perfectly suited my needs," Howard reflects. "Their valuation process helped me understand my business's true worth, and their connections brought me buyers who recognized that value."

Norma Rawlings at Broker VMA became Howard's trusted partner in the process. Having known Wayne Einhorn, Norma's partner, for decades, Howard found the perfect team to guide him through this crucial transition. Their experience in the real estate brokerage industry meant they understood the nuances of valuing and selling these unique businesses.

"Norma's expertise went beyond just finding a buyer," Howard explains. "She understood what I had built and knew exactly how to position it for the right outcome. Her guidance helped me navigate the complexities of the sale while ensuring everyone's interests were protected. Most importantly, she found a buyer who saw the same potential in my business that I did."

THE RESULT

MAKE A PLAN TO EXIT A WINNER

- The final purchase price satisfied Howard's objectives while also permitting the buyer to thrive
- Howard's son Tyler continues to run the brokerage, maintaining family involvement
- The new ownership brought in proprietary mortgage and title services, expanding the business's capabilities
- Agents gained additional tools to better serve their customers, leading to increased revenues and profits
- The transition created a true win-win situation, benefiting both buyer and seller

"With BVMA's expertise, I was able to realize an attractive price with the perfect buyer, in a structure and format that provided a huge win-win for both myself and the buyer," Howard reflects. "BVMA was instrumental in crafting the relationship that helped me realize my desire to step back from my brokerage while my son continued to benefit from what I built."

The end result wasn't just a successful sale – it was the preservation and enhancement of Howard's legacy. The integration of new services made agents happier and more successful, while the continuation of family involvement through his son Tyler ensured the business's core values remained intact. In this case, one plus one truly totaled three, creating value that exceeded everyone's expectations.

Selling a brokerage is more than just a transaction—it's about securing your legacy. With 40 years of experience, we've helped hundreds of brokers successfully transition their businesses while protecting what they've built. In this market, the right guidance makes all the difference.

Book a free discovery call today to explore your options and create the future you desire.