

Bill Kraemer

Business Broker; Advisor



Reference Letters

I recently sold one of my businesses, and Bill Kraemer was a great partner from start to finish. As a knowledgeable and responsive advisor, he worked tirelessly to put together and negotiate the best deal possible – all while helping me navigate the ups and downs along the way.

When the time comes to sell another business, I know exactly who to call.

Cheryl Vavricka owner
Stems and Vines

To Whom It May Concern:

This letter outlines the experience we had in working with Opportunities in Business and Bill Kraemer.

First of all Bill communicates well in person, email, and on phone. He gives a precise description of information if that is needed or if getting background and general information he gets to the gist of the subject quickly.

As a seller you want to make sure your representative is working for you and does not withhold or otherwise color information or a situation. This requires honesty and integrity. It is important that one has all of the information in a situation to make a proper decision. I never felt that inaccurate information was presented in my experience with Bill.

The appraisal process is very important in getting a deal done. A too high appraisal will result in skepticism on the part of the buyers when things don't add up as they are good at spreadsheets as well. The appraisal we received from Bill and Opportunities in Business was in the middle of the pack of the different brokers we discussed this issue and seemed to be the best for enticing buyers while not leaving money on the table. Bill was able to receive offers that were higher than the evaluations that banks were giving. This is both for the business and the building.

It is a lot of work to go through a business sale process. Some of the meetings can go late into the evening or night. Bill was always able to meet with the prospects at these late hours. There is also a lot of information that needs to be pulled together and Bill did a good job in analyzing that. This hard work in analysis enabled Bill to give sound advice when needed on strategy.

The transaction proceeded with strict confidentiality and no customer or vendor knew anything until complete. Only the employees we wanted to know things had knowledge of the process.

The process resulted in several offers early in the process. The negotiations on these went more smoothly with Bill keeping all parties informed in a trustworthy and accurate fashion. The result is that we had a sale that was higher than the bank evaluation and close to the original evaluation done.

Sincerely,
Mike Fedde Owner
Ironwood Electronics Manufacturing

www.oibmn.com

Opportunities In Business was with me every step of the way. Many times, when the deal seemed to have died, you resurrected it. When financing options appeared limited, you provided me with endless streams of reports and information in a timely manner, but it is simply impossible to tell the character and culture of a business from the financials-you filled in the blanks with instinct and experience.

David Struyk
Buyer of Ironwood Electronics Manufacturing

I contacted Bill Kraemer while in the process of purchasing a business through another broker. I was feeling completely overwhelmed and intimidated by the process. I knew the sellers had their broker looking out for their interests, but I had no one to look out for mine. I called Opportunities In Business and spoke to Bill. Within a few minutes of speaking with him, I knew that he could help me make the right decision in moving forward, whether I successfully purchased the business or if I discovered it was not a good fit for me. My decisions could now be based on facts rather than emotion. I found my stress level to be drastically reduced almost immediately once I hired Bill.

I felt very comfortable working with him and found his knowledge and experience in business to be just what I was looking for. He was able to assist me with developing a plan in moving forward with the acquisition of the business I was interested in. He performed a valuation of the business which allowed me to develop an offer to purchase that I could feel comfortable with. I knew what amount I could pay and still be able to operate the business with sufficient cash flow. Having Bill guide me through the negotiation process proved to be invaluable. I was not buying based on the capabilities of the business I was purchasing, rather than simply on my desire for growth and increased sales. Bill's knowledge and experience saved me tens of thousands of dollars.

If you are considering buying a business, you can't afford not to have Bill's experience on your side. The peace of mind knowing that you bought the right business at the right price is worth far more than what Bill's retainer costs. You may even find that the business you are considering is not a good fit for you which again is of tremendous value.

Thank you, Bill for all of your hard work, advice, and guidance. I truly could not have successfully completed the deal without you.

Sincerely,
Steve Daniels
Distinctive lawn & Landscaping, Inc.

Bill did a fantastic job helping me sell my restaurant. He worked with me to determine a fair price for the business and helped me navigate the sale even when things got a little rocky. Bill kept the buyers on track even when the usual cold feet came into play. He assured them of the quality of the business and helped them see and remember the reasons why they were looking to buy a business in the first place. Bill was extremely professional, but never pushy. I would recommend Bill to anyone who is looking to buy or sell a business.

Wes Linstrom
Swede Hollow Café

Bill did a fantastic job selling our business. He helped us navigate the entire process and found a qualified prospect. When buying or selling a business in the future, we will use Bill for our broker needs.

Brian Dawson
EmbroidMe

We were so fortunate to find Bill Kraemer and OIB. Right from the beginning we could tell Bill was honest and trustworthy. The professionalism he showed during the entire process was fantastic. Bill was patient and always communicated with us during the three months we worked with him. Although we had moments of doubt and panic, Bill was the voice of reason and provided us with sound advice. Once a buyer was found, Bill was a skillful negotiator and fought for us to get the best price. We have remained in contact with Bill even after our sale because we know he is extremely competent in what he does.

Mark Mahoney
Water Street Pump Gas Station

Bill was very professional and kept me informed thorough the entire buying process. I felt he was always being honest with me and gave me sound advice when I needed some help or had questions.

Rick Potratz
Buyer of Embroidery Central

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