

The Five Percent Of A Million System

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Introduction

It's easy to understand how international arms brokers make millions on a deal.

You see, nations spend HUNDREDS of millions (sometimes billions) on their defence contracts. Yes they want the very best deal, but the actual sums involved are almost beyond comprehension. Anyone negotiating themselves even a 1% slice of the cake and there are many middlemen out there getting a great deal more than that finds themselves sitting on an instant life changing fortune.

Now I'm not suggesting you get involved in arms dealing for all sorts of very obvious reasons

It's hardly simple and straightforward for one thing. How many contacts have you got in the armaments field? About the same number as me I'd imagine. And if you spend your working life in the murky world of despots, dictators and military governments well you just know that disaster is never going to be too far away. The rewards are massivebut so are the complications and the risks.

That's the problem. High rewards and high risks usually come together.

But what if there was a way to make 'retire-tomorrow-money' from the sale of other high ticket items but without running the risk of getting yourself shot or banged up indefinitely for your role in a military coup in Central America

What if there was a way to exploit the arms dealers secret but without the risk?

Well there is! It's a little-known (and completely safe and legal) way to put yourself in line for a share of the rivers of cash which flow in big money deals both in the UK and throughout the world.

It's a method you can put to work in your spare time, takes absolutely no cash or capital to set up, but can rake in the sort of lightning-fast cash profits which can catapult you into the world of the super-rich before you can draw breath.

Now I don't want to over-egg the pudding herethose arms deals I talked about are pretty unique in terms of their sheer size. The sort of thing I'm talking about are a little more low keyanything up to between £50,000 and £2 million. But it doesn't take a mathematician to work out that if you can cut a small percentage for yourself on a few of those deals, you'll soon be on the way to a fortune.

If you're working in a job or business for 'regular' money, I know this is something you'll absolutely love. If you're struggling with the credit crunch or recession, then this is going to be like a breath of fresh air to you.

People in conventional businesses are under big pressure to find buyers for their goods and services. If the products they're selling are overpriced or out of vogue they're in trouble. They have overheads to cover, and stock that needs to be shiftedsomehow.

But following my system, things are very different

If times are tough, then the deals you broker may be worth a little less money – but you still get your cut. And you can be much lighter on your feet – totally flexible in fact. If business gets difficult in one field, you simply switch to another. You can even work in several fields simultaneously.

Can you see why this is the perfect opportunity for tough economic times?

You have no overhead, no costs to speak of, and total flexibility in the deals you choose to broker. The worst that can happen is that a deal doesn't go through and you've wasted a little time. The best that can happen is that you rake in the sort of money which will change your life forever.

Here are just a few of the things you'll learn in this book:

- The little known markets and niches where five and six figure commissions are routinely handed out to newcomers.
- Exactly how to match desperate sellers with eager buyers and pocket tens of thousands for your trouble.
- How you can do 95% of the groundwork – without leaving home.
- The property deals where there is £100,000 (and more) available for introducing the right buyer to the right seller.
- The international import and export deals where intermediaries routinely take a £20,000-£50,000 cutand it repeats automatically year after year.
- How to take a juicy percentage out of deals on cars, business sales, consumer goods and a thousand and one other products and services.
- How to legally tie up your deals so you get paid without fuss.
- The little known websites you can visit where lucrative deals are just sitting there waiting to be picked up.
- Proven ready made letters and e-mails you can fire off to prospective partners which will have them clamouring to do business with you.

You see, there are literally thousands of highly lucrative deals up for grabs at any one time, where there's a juicy percentage to be made. No one person can

hope to get in on a tiny fraction of them. So there's plenty of business to go around.

Here are some more plus points for this system:

- Anyone can do this there really are no barriers. It doesn't matter whether you're young, old, male or female a business veteran or a complete novice. All you need are the simple instructions I'll be providing for you.
- You can make massive profits from a single deal (£50,000 or even more) and won't have to work hard to get it.
- You can easily make £250,000 in a year and a great deal more with good fortune on your side.
- You can work when and where you choose. Most of your 'work' (such as it is) can be done from the comfort and privacy of home on the Internet.
- You know this system works, because you can see it happening everywhere, in different ways. But this time, it will be YOU picking up the big cheques.
- You don't need any money or start up capital to do this. You won't be buying anything, making anything or investing in anything.
- There are zero overheads. If you have the Internet, then you're in business.
- There is no risk whatsoever. The very worst that can happen is that a deal doesn't come off and you waste some time on it.
- It's totally legal and ethical. In fact you'll be doing the people you work with (and the economy!) a massive favour by doing this.

If you'd like to know exactly how this system works, and get started today, then simply read on.

How The Five Percent Of A Million System Works

Don't be deceived into thinking that because you are going to be involved with large amounts of money (and large profits) this is going to be a very complicated system to operate. There are a few essential do's and don'ts you need to follow, which will be explained later. But like all the best money making ideas it is really very simple. It is essentially a basic matching-supply-with-demand type business.

Each deal operates in a broadly similar way, with some slight variations: You are finding things that someone wants to sell. And people who want to buy a particular thing. Then bringing them together in return for a cut of the sale proceeds. It really is that simple. You are just an agent – like any other kind of agency business – except doing it on a very large, very high profit scale.

Here is basically how it works:

Decide on a suitable item, product, commodity etc.



Find people who have that product to sell.



Find people who want to buy that product.



Bring the two parties together. Organise a deal



Claim a commission for setting the deal up.

Why, you might ask, do the people you work with not do this themselves?

Well, there can be many reasons: Most often, they are busy and do not have the time. They are willing to pay you for yours. Or, they simply do not know how to find a buyer, or a product for sale. They do not have the contacts that you have – or soon will have. Sometimes, they may even be embarrassed about selling or buying this product, so need you as an intermediary. There really are many good reasons why you can take 5% or more.

Estate agents and car dealers do exactly the same thing every day. This system is simply an upscale version of what they do with even higher profit potential.

And remember – you do not really need to know how this works. Except that it does! It is already up and running and incredibly profitable in the world of international arms deals. You are just duplicating that proven system into something much more ethical and much safer!

Choosing The Best Things To Trade In

To get started with this system you first need to decide on a product or products to trade in.

There are absolutely no restrictions on what you can trade in. If someone wants to sell it, and someone wants to buy it, then there is probably a profitable deal to be done. However, some products are better than others and this is what we will look at in this section.

Also, you do not need to restrict your activities to just one type of product. You can handle just one, two or many. It is entirely up to you. If you specialise in one type of product you will generally build more contacts sooner and be able to do deals more quickly and possibly for more money. On the other hand, if you are working in one product area and find that it is not working as well as you thought, or not making as much money as you expected, you can easily move on to something else.

Be willing to experiment, to help find the best niche for you.

Features Of The Best Products

The best products, items or commodities to handle in commission agency share certain similar characteristics. Therefore, whenever considering a new product line you may wish to consider it against this checklist:

- They are of high value. Obviously the more they cost to buy the more commission you can make. Ideally you would not want to deal in products worth less than £10,000 and you could have a much higher minimum. There is no upper limit.
- They are prestige, luxury or upmarket in some way. Apart from being more profitable to handle the market for these products is much more specialised, so there is more need for agents.
- They are in strong demand. They are popular – something that people want, even desire. While prestigious products are by definition something of a niche they shouldn't be too specialised. If only a handful of people want to buy them you won't achieve the best price.
- They are limited in supply, and have some rarity value. Not consumer products that are produced the millions and are easy to obtain. Fewer people will be prepared to use an agent for these. If there is a waiting list for them that is a good sign. If they are no longer made yet still desirable then all the better.

- They should preferably be a quality brand name, respected in that particular product area. These always sell more easily and sell for more.
- They should be something that can be traded internationally. That people in many if not most countries want to buy. This widens the market and makes selling much easier. You can also achieve much higher prices, by targeting wealthy countries.
- They should be easily portable or movable, so they can easily be sold around the world. (Although there is a major exception to this, such as property.)

Finding Ideas For Things To Handle

You might already have some ideas for products you are going to trade. However, don't restrict your thinking too much initially. Think through as many possibilities as possible. With a little thought you may be able to think of something much better than the obvious lines.

Here are some good places to look for product ideas.

- Think around your own interests. What interests and hobbies do you have? Are you interested in cars, or collecting rare stamps? It's great to be passionate about what you do.
- Use your work background. Is your job in any way connected with interesting products? It's great if you have some useful 'inside information' about what you trade in.
- Keep an eye out in the news. Look for headline-hitting stories about prestige products that have been launched, bought or sold – especially if they have reached 'big ticket' sales prices.
- Holidays. Are great places to get ideas, especially if you've been somewhere the rich and famous hang out, such as Monaco or California or even the south coast yachting harbours etc.

Read upmarket magazines. These are great places to see what prestige products are being made, sold and bought. Have a look at a big city newsagents or library to find prestigious, glossy magazines. Some magazines you may find useful are listed later in this manual.

- Do an Internet search. An easy way to find unusual but often very profitable ideas. Try a random search on something like 'luxury cars' for example.
- Fairs, exhibitions and events. Have a look round to see what's on locally. You can also get ideas in the upmarket magazines. For example, is there a boat show or regatta on locally? Or how about a country/county show or race

meeting – prestige product manufacturers often display their goods at these events. Trade shows and exhibitions can also be good.

Things To Avoid

Quite honestly, with this business, there is very little you need to avoid. However, there are a few products with certain characteristics that can make deals difficult and which you might wish to avoid quite apart from the international arms deals of course.

- Low value products. Obviously, anything that doesn't cost a lot of money to buy won't make you a lot of money in commission. There are a few exceptions, such as lower value products which offer high commissions and products which can get you repeat sales. Generally though avoid anything worth less than £10,000.
- Obsolete products. Things that have been replaced by newer, better ones. The main exception to this is if the product is an antique or a 'classic' in some way that appeals because it is rare.
- Products that will perish or deteriorate quickly. In these cases their desirability and value may diminish while you are finding a buyer, and reduce your commission.
- Products that cannot be moved easily. Since it reduces the market. The main exception here is real property, ie. land and houses.
- Products that involve a lot of laws, legal restrictions and licences to trade in. Especially if they need to be moved across international borders. Why make things more complicated than they need to be?
- Products that may be stolen, or from dubious sources. If the seller is willing to sell something for a 'too good to be true' price then this should make you suspicious.

Doing Market Research

Before taking on a new product area always market research it.

The market research process should include an objective appraisal of your product and how saleable it is.

Is your product a necessity or a luxury?

How much do people need it?

Do they really need it at all, or is it just for leisure and pleasure?

Does it have any unique features?

How does it compare with other products serving a similar need? Even things that people buy as luxuries still need to be competitive with other luxuries on price, features, service, quality, etc.

Also look at motivation. How does the product appeal to people? Why do these people want to buy it? Is it a fashion accessory or do they buy it as an investment, to make money? Take for example property. A luxury villa can either be a swish place to live or a property investment.

If you intend to operate internationally, is the product legal in the country in which you intend selling? Will it require modifications to comply with local tastes, or local laws? Also consider cultural differences, language barriers, differences in standards of living, affluence etc. wherever possible.

Is there an established market for this product in the markets you intend to work in? Or will it be something new to that market?

Think about the selling price. Is the market you will be selling in sufficiently affluent to be able to afford that kind of money? (Bear in mind that even countries with severe poverty usually have many millionaires and billionaires.)

Always Do The Maths!

Before you decide to work in any particular product area, or with any specific product, always 'do the maths'.

In other words, do a quick back-of-an-envelope calculation. Work out the likely sale price of whatever item it is you will be handling. Whether it is a house, car, boat, Rolex watch or whatever. Is it £1 million? £200,000? £20,000? £2,000?

Ask, will you be able to find a buyer easily? And will they pay that sort of money for the product?

Think what commission the seller might be willing to pay you to sell the product for them. 10%? 1%? Half a percent?

Then ask yourself, do the figures add up? Will you be happy with 10% on £1 million? Or half a percent on £2,000? Will that cover the cost of finding a buyer and still leave you a good profit at the end of the day?

If so, then go ahead and do some deals for that product. If not, look for something else.

By doing this simple test before starting on any new project you will be virtually guaranteed to make an excellent return every time.

How To Find & Approach Sellers

When you operate this project you can either find people with a product to sell and then find buyers for it. Or you can find people who want to buy a product, and then find sources of it.

Generally you will find it easier at the outset to approach people who have a product to sell. They will be easier to find and more likely to do a deal.

What You Need To Know About Sellers:

Finding Motivated Sellers

When looking for a seller you can either deal with people who want to sell it, or people who do not but might. Again, it is easier to deal with people who positively WANT to sell the product. This usually means targeting people who already have the product up for sale.

These people are known as motivated sellers. Because by putting the product up for sale they have indicated they want or even have to sell it. As a result, they are more likely to do a deal with you. Simple, but obvious when you think about it.

Motivated sellers can be motivated for many reasons. These are the main ones:

- They have bought a new replacement product.
- They no longer need or use the product.
- They are simply bored of the product.
- They are short of money.
- They are bankrupt/insolvent.
- They owe someone money.
- They are getting divorced.
- They have died (and the product is being sold by their estate).
- There is something wrong with the product. (This need not be a problem, as long as you know about it.)

Always try to look for people who are selling for one of these reasons if you can. You will usually benefit as a result.

Try to avoid at all costs dealing with unmotivated sellers. These include people who put a product up for sale ‘to see what happens’, or ‘they will sell it only if they get a good price’ and so on. If they do not have a genuine reason for selling they will be much less likely to do a deal with you. And much less likely to do a deal with the buyer which, ultimately, will make your job more difficult.

Good Places To Find Sellers

There are many different places to find motivated sellers of suitable products. This will depend to some extent on the nature of the product you are handling, and more information on this will be given later. However, here are some of the main ones to think about:

- Newspapers. Look at the classified ads. in newspapers. Especially the upmarket ones where expensive houses, cars, boats etc. are often advertised. Go for national newspapers not local freesheets.

Look especially for any ads. that run frequently week after week, month after month. This tends to suggest the seller is having difficulty finding a buyer and may be ideal for your service.

- Magazines. Look at the ads. in magazines, and consider contacting the seller as above. Go for upmarket, quality magazines. Find out what the specialist magazines are for the interest in question and use those. Find out if there is a trade magazine for the interest in question.

Where possible use online versions of magazines. These will normally have more up to date listings.

- Internet. Look at classified advertising sites, trade/agency sites and advertising portals. Do a random Google search for the product in question, to find sellers who may have created a website to sell the item direct themselves.

Bear in mind that some Internet sites are free to advertise on. So sellers there may not be as motivated as you would like. (They may be advertising just to ‘test the water’.)

- eBay. Search eBay for completed listings on high value, prestige products that have not sold. This may be because they are unsuitable for selling on eBay (too exclusive, too high value etc.) but the seller simply has not realised this. You may be easily able to find a buyer for them using another method.
- Clubs. Contact clubs for the interest in question, such as yacht clubs, also any kind of upmarket club such as golf clubs, polo clubs, flying clubs and classic car clubs. Offer your commission selling and/or buying service to their members – possibly at a discount to encourage them to recommend you.

- You can also sometimes hire membership lists of clubs which can be used to send out a mailing offering your service.
- Walkabout. Take a trip round the more upmarket areas of town. Look for things like houses, land, cars etc. that have been posted up for sale. Particularly look for items that have been for sale for a long time. Make some discreet enquiries to find out who owns them, and whether they are likely to be 'motivated'.
- Trade shows. Look at what trade shows and exhibitions are held for the item in question. You can make many contacts with potential sellers (and buyers) that way. This is a good way of finding agents with whom you can work ... more about this next.

Finding Products To Sell Using Agents & Brokers

This is one of the cleverest parts of this opportunity. It is a source that can provide most if not all of the products that you deal in. It makes the whole thing much easier, saving you time and money too.

Instead of looking for the actual OWNERS of the things you want to trade in look for AGENTS or BROKERS who sell those products for their owners. For example, if you want to handle property go to estate agents.

Ask those agents, if you find a buyer for the product in question, will they be willing to share their commission with you? Ask them: 'If I can introduce a buyer for that £1 million luxury villa (or whatever) you have for sale on your website ... will you share your commission with me?'.

Not every agent will be interested of course. But you will find that many are, and will be quite willing to take a reduction in the amount of money they make on the sale in return for you doing the selling work for them.

Of course, locating products through this route will also result in a reduction in your commission. However, it will also save you a lot of work in locating the products in the first place, so you can just concentrate on finding a buyer.

For example:

Property and land:	Try estate agents
Boats:	Try yacht brokers
Aircraft:	Try aircraft brokers
Jewellery:	Try jewellers, pawn shops
Antiques:	Try antiques dealers
Stock:	Try import agents, commercial agents

IMPORTANT: Beware Of Scams!

When looking for products to sell, and sellers who want to sell them, it is as well to be aware that scams can occur from time to time. These include sellers who do not actually have anything to sell, do not own the item they are selling, or are selling something stolen or faulty.

Also be aware of fraudulent buyers. This includes those who might try to obtain possession of an item without paying anything for it.

While, as an agent, you are protected from major loss because you are not actually buying or selling anything getting involved in a scam can result in loss of commission, loss of reputation and wasted time.

Later in the process you should always check that the seller and their product actually exist, and that they actually own the product. Initially, however, it is best to proceed with caution and never take anything at face value. Glossy, professional ads and websites etc. can sometimes be a front for scammers.

Ways Of Approaching The Seller

Once you have located sources of products to sell on a commission basis the next step is to approach the seller (or agent) and offer to sell it for them on a commission basis.

You need to have the right attitude here. Be positive. The seller is not doing you a favour by allowing you to sell their item. You are offering them a useful and valuable service. Be confident. There is every chance you will be able to find them a buyer, and achieve a good price.

Bear in mind that many sellers will not be entirely familiar with the idea of using an agent to sell their item. They may be unduly suspicious and wary of scams themselves. So you may need to explain exactly what is involved and the benefits of your service – more about this later.

Good Communication Is Very Important

There are several different ways to communicate with the seller. Use one or more of them, choosing the most appropriate method in each case.

- Personal approach. There is much to be said for the personal approach, especially when your service is new. It shows that you are open and honest, and you can also get useful feedback on how to pitch your proposition from the seller's response. Works well when approaching agents.
- Telephone. If you have a telephone number for the seller try calling them up and putting your proposition. A good idea is to have a 'sales script' in mind, including good reasons for using your service, before you make the call.

- E-mail. If you have or obtain an e-mail address this method can be worth a try. Develop a standard sales e-mail which you can simply modify and send out for each customer, which will save a lot of time.

Bear in mind that some e-mails are out of date, not delivered and are very easy to ignore. So it is best not to rely on this method entirely.

- Letter. There is a lot to be said for using the good old fashioned letter as a means of introducing yourself to customers. It is usually much easier to get address contacts than a phone number or e-mail wherever you can. Letters look more professional, and people tend to take more notice of them.

When sending letters your communication must be well written and well presented. Always use good quality business stationery and print the letter out on a good printer. Make it clear what you are offering, and what the benefits of using your service are.

Some examples of letters you can use are given later.

Approaching Sellers Overseas

If contacting an overseas seller never assume that they will automatically understand English. Even if they do, they may actually respond better if the communication is in their own language.

There is a case for sending a complimentary translation into their own language, but make a statement to the effect that the English version represents the most accurate version of what you are trying to say. Such a courtesy goes a long way to improving a potential relationship.

You can make simple translations of documents using an online translation website.

Persuading Sellers - Good Arguments To Use

As I mentioned earlier, some potential customers will know what a commission agent does and the benefits of your service. But, similarly, many will not. It is best to assume that they will NOT and proceed accordingly just in case.

To this end you need to become something of a salesman (or woman) when telling potential customers about your service. Briefly explain what you do. That is, that you can find a buyer willing to buy their product in return for a commission fee. Clarify that you are an agent. You will not actually buy/sell the product so you are not a trader as such.

Once you have done that quickly move onto the benefits of using your service. This is essential, and should get the seller interested in your service and persuade them that it is worth using.

There are six key benefits of using your service, which should all be explained to the potential customer:

Benefit 1: It will save you time. People who own expensive houses, cars etc. are often 'time poor', so this should appeal to them.

Benefit 2: It will save hassle. No need to deal with many potential buyers, people who cannot afford the item, timewasters can curiosity seekers etc. We will screen interested buyers and present you only with the serious offers.

Benefit 3: It will save you money. The seller will not need to spend anything (or as much) on advertising, as this is included in your commission. (You may not need to spend anything on advertising, if you already have contacts with buyers.)

Benefit 4: You may be able to sell your item more quickly. This will be possible once you have contacts established with buyers and/or know which marketing methods work best. You may be able to sell the item same or next day, instead of waiting months.

Benefit 5: You may be able to get a better selling price. This will be possible once you get to know the product, market and potential buyers better. (However, it is best not to promise a higher selling price unless you are totally confident it will be possible. Often, reducing the selling price from that which the seller wants is a good way to get a fast sale!)

Benefit 6: It offers you anonymity and discretion. In many cases your involvement in the sale will help the seller to remain largely anonymous. Often, wealthy sellers would rather non-one know that they are selling something of value. Apart from the possible security risk it could be embarrassing if they need the money etc.!

What If They're Not Interested?

If the potential customer is obviously not interested in your service do not push or hassle them, or even get annoyed if you feel some of your time has been wasted. This should not be a hard sell. Simply politely thank them for their time and move on. There are lots of other sellers who will be interested.

Try and obtain some feedback from the prospect as to why they were not interested, ie. didn't feel your service would work, or felt the fee was too high. This will help you in dealing with potential sellers in future.

And remember – you may very well be able to work for that seller at some point in future. They might even be a good buyer for other items you will be handling. For example, a yacht owner might also be in the market for a luxury car, or an apartment, or even have a business they want to sell. So even if they don't seem interested don't burn your boats!

Sample Letters

In this section we will offer some letters which can be used to offer your service to sellers.

You can use these letters as they are if you wish, simply changing the product details. However, you may find it better to change the letters slightly to suit your own style and so that they are individual to your agency.

Sample Sales Letter To Owner:

The John Smith Agency

International Commission Sales Agency & Brokerage

Tel.: 010 0000 0000

E-mail: Yourname@yourdomain.com

(Insert Date Here)

(Insert Sellers Name & Address Here)

Dear (Seller)

I hope you don't mind this approach, but we recently noticed your (product) for sale and thought that we should contact you as a matter of urgency.

I am writing to introduce our agency, and explain how we can help you sell your (product) faster and perhaps even get you more money from the sale.

You see, we are specialist international commission agents. We specialise in finding buyers for sellers, and even sellers for buyers, right around the world.

We believe there is every chance that we might be able to find a buyer for you. We may even be in contact with that buyer already!

Using our service is easy, simple and risk-free. We handle everything and co-ordinate all the details. But you do not have to sign over your (product) to us, nor do we handle any of the money from the sale. The final sale is always between you and the buyer.

We charge for our service using a simple, reasonable flat fee commission on the sale price we obtain for you.

If you would like to know more about our service and how it might work for you please do not hesitate to contact me at any time.

Yours sincerely

(Sign Here)

Sample Sales Letter To Agent:

The John Smith Agency

International Commission Sales Agency & Brokerage

Tel.: 010 0000 0000

E-mail: Yourname@yourdomain.com

(Insert Date Here)

(Insert Agents Name & Address Here)

Dear (Agent)

I am writing to introduce our agency, and explain how we can help you sell your customer's (product) faster and perhaps even get you more money from the sale.

You see, we are specialist international commission agents. We specialise in finding buyers for sellers, and even sellers for buyers, right around the world.

We like to think of ourselves as the agent's agent. Working with agents like you to maximise sales possibilities and selling prices for everyone's benefit. While we are sure you are very good at what you do locally we have contacts all over the country, and all over the world, so that we can reach buyers you may not even know exist.

Our service costs your customer absolutely nothing. We charge for our service using a simple commission sharing system which is completely negotiable. You could easily find that for a very small portion of your commission we could find you buyers for virtually no work on your part.

If you would like to know more about international commission agency and how it might work please do not hesitate to contact me at any time.

Yours sincerely

(Sign Here)

Sample E-Mails:

E-mail communications offering this kind of service should be short and to the point. Recipients will not read hundreds of words as they might do with a letter. A good technique is to set up your own personal web page explaining what you do in detail. Put a link in the e-mail for those who want more information.

Also remember that there are a lot of spam e-mails. Only send out e-mails to people you have identified as possible customers, not in bulk mailings. Try to make sure your e-mail won't get confused with spam by avoiding titles that sound like spam. Also do what you can to assure the recipient you are genuine.

Subject: Enquiry
Date: 00/00/0000
From: Sender@sender.net
To: Recipient@recipient.net

My name is John Smith, and I am an international commission agent.

I believe I may be able to find you a seller for your (product) at a very attractive price.

If you are interested please contact me further and I will explain.

My service is 100% genuine. No sale, no fee!

Regards
John Smith

Subject: Enquiry
Date: 00/00/0000
From: Sender@sender.net
To: Recipient@recipient.net

My name is John Smith, and I am an international commission agent.

I believe I may be able to find you a seller for your (product) at a very attractive price.

If you are interested please visit my web page for more details: mysite@mysite.net

My service is 100% genuine. No sale, no fee!

Regards
John Smith

Tip - Keep A 'Little Black Book'

Bear in mind that not every seller (nor buyer) you encounter will be interested or able to work with you on a deal there and then. But they may well be interested in the FUTURE.

So, whenever you meet a new contact ALWAYS make a note of their name, address, contact details and what they do in an address book. Then, should you be working with something they may be interested in buying, or selling, in the future you may find that you have a ready made contact ready and waiting to put a deal together!

How To Set Up A Commission Sales Agreement

Moving Towards An Agreement

Once you have found a product and a willing seller you can enter into an agreement with them for you to offer it for sale and receive payment for doing so on a commission basis.

There are no hard and fast rules here: Since the things you work with, sellers and situations vary so much you should treat each project on its merits. There may need to be a degree of negotiation in order to establish an agreement that suits everyone. In fact, this should be welcomed.

In this section we will look at how to make an agreement, and how to work towards setting one up.

Should I Buy The Product

It is very important when working as a commission sales agent that you do not buy the product and then resell it, nor should you be tempted to do so.

There will be occasions when you feel that you can make much more money by buying the item for a low price from the seller, and offering it at a high price to another buyer. Maybe you can. However, this turns your agency into a totally different business which, buy and large, will not be as profitable.

Buying a product exposes you to risk, ie. that the product will not sell or not for the price you hoped. It also ties up time and capital, which can be more profitably used setting up and funding other deals.

So, do NOT buy the product!

Making A Few Simple Checks

Before you move to make an agreement you should make a few checks that will head off any potential problems, and allow the deal to move smoothly once you find a buyer.

Here are some of the checks you should make. They may need to be modified for individual situations:

- Does the product actually exist? This is an important point to bear in mind if you are not actually located in the same place/country as the product is. Remember, beware of scams.

- Where is the item, and when or where can it be viewed?
- Does the seller actually own it? Ask for some kind of ownership documentation, ie. a receipt or invoice. For property you can check with the Land Registry etc.

Also, is the seller entitled to sell it? Tactfully enquire if the product might be subject to a mortgage or HP agreement, which will need to be paid off before the item can be sold

- Are there any known faults or issues which the buyer will need to be made aware of? While you can sell, for example, a classic car that doesn't run or a derelict property for renovation very successfully you must know about such issues.
- Is the seller able to pay your fees? Do not assume that because the seller owns an expensive car/house etc. they will have the money to pay your fees. In cases of doubt, you may wish to ask for a deposit against your commission.

This is especially relevant if the seller is relying on the sale proceeds to pay your commission. Ensure that sufficient will remain after any HP/mortgage or other costs are paid off.

Negotiating Techniques

As I said earlier you may need to be prepared to do some negotiating in order to agree the details of the commission sales agreement. Here is some advice and guidance on the various points you should cover:

- Bear in mind that if the seller already had the product up for sale they probably need to sell more than you need to work for them. If you can't reach an agreement you can always look for another seller. So, don't be too keen to conclude a deal if it doesn't seem right.
- If you already have a likely buyer in mind then you can usually afford to be much more flexible than if you don't.
- Don't be inflexible when negotiating. Be willing to move, especially on commission. Remember, 0.5% of £1 million, even when you wanted 1%, is still a lot of money.
- Make sensible promises. Be realistic about the selling price you are likely to be able to realise, and the time it will take. If you feel the product will only sell at £100,000 instead of the £150,000 the buyer says they want say so. (From the point of view of your relationship with the seller it is easier to put the asking price up later rather than bring it down.)
- If you say you are going to do something do it!

- Find out exactly what is and is not included in the deal. There may be opportunities to add/take from this in order to come to an agreement that suits everyone, ie. a holiday villa may or may not include furniture.
- Agree who pays any costs of transferring the ownership of the item, ie. legal fees, property conveyancing charges or transport costs. In some countries this is down to the seller, in others down to the buyer. This can affect the overall cost and saleability of the product itself.
- Are there any other people involved in the deal whose permission or agreement to a final deal may be needed? For example, finance or co-owners.
- Is there anyone the seller does not want you to sell the product to? For example, in the case of a company a competitor or rival.
- The price the item is to be sold at – more about this later.
- Your commission level – more about this later

Cultural Differences

When working internationally cultural differences can come into play. But don't let them put you off making a deal. With a little thought and advance planning you can cope with them all and so have open access to the thousands of opportunities that are available worldwide, often for more money than a UK-only deal.

In international business it is customary for the seller to make the effort to embrace the buyer's culture. So, for example, if you are selling to Spain it is up to you to try and understand Spanish language, customs and practice. If you are buying from Spain then your seller there will normally make the effort to understand your culture. Don't, however, apply this rule too strictly. Always try to understand the local culture whether you are buyer or seller, in whatever country. Your deals will always be more successful and more profitable if you do.

Apart from that you always need to remember that whenever you do business outside your own country there will be many cultural differences, religious differences, organisational differences, language differences, differences in manners, differences in attitudes about men and women in business. Kwintessential at www.kwintessential.co.uk is a good, free guide to international cultural differences.

Do You Need A Written Agreement

I would always advise that you have a written commission agency agreement with your product or item seller. This will ensure that everyone knows what to expect, will avoid misunderstandings, and will help you get paid properly.

However, bear in mind that as in any business relationship trust is important. You need to trust the seller, and the seller needs to trust you. Therefore it is better to have a written agreement that is not too tightly drafted, and not too demanding of each party.

EU Law On Commission Agency

As with any other aspects of business the European Union has become involved with commercial law and have introduced regulations which affect the business of what they call commercial agents.

Directive 653 directly affects this kind of business and is relevant if you are an agent based in an EU country, or even one doing business with a company based in an EU country.

All the member states of the EU have adopted Directive 653 into their own national law. Under Directive 653 all agency agreements with commercial agents must be in written form. The precise methods of payment, including the methods of calculating commission and how the agreement may be terminated are all specified by the Directive. You are also required to have a minimum period of notice. This will usually be at least one month for the first year of the contract. There may also be situations where compensation is payable if one party does not abide by the agreement.

What Exactly Is An Agreement?

To put it simply an agreement is a negotiated understanding between two parties involving the acceptance by each of clearly identified duties, obligations and responsibilities. That is fairly straightforward.

However, an agreement will usually lead to a contract being created. This brings the matter of the law and lawyers into the equation. So, in practice even a very simple agreement will involve you in a legal contract of one form or another.

There are several different ways of drawing up an agreement:

- Draw the agreement up yourself, or have your own lawyer do it.
- Use an agreement drawn up by the other party, or their lawyers.

Both of the above options can be complex and expensive.

- Use a standard, ready-made agreement. From a book or website of standard business contracts, simply adapting the contract to suit yourself and the individual product situation.

In most cases the a standard, ready-made agreement adapted for your purposes will suffice.

A sample standard agreement will be discussed shortly. However, there are now many websites where you can order standard agreements. One to look at is Clickdocs at www.clickdocs.com.

Things To Cover In An Agreement

You can include what you like and create your own agreement to suit each situation. However, here are the main points that might be covered in a commission agency agreement:

1. The name and address of the seller, often known as the 'Principal' in a contract.
2. Your trading name and address, usually known as the 'Agent'.
3. Statements that the seller owns and has possession of the item/product/property or whatever, and that you will be selling it as a commission agent. These are sometimes known as recitals.
4. What are known as grants and reservations. These are statements that the seller grants you the right to sell the product for them, and either does or does not appoint anyone else to sell it and will or will or not offer it for sale themselves. The reservations (ie. reserve the right) mean the seller reserves the right to vary the details of the sale if they wish.
5. Seller's duties. These are the things that the seller has to do for you, like providing information on the product, photographs, access to inspect or view the product and so on. The obligations may also include the payment details, ie. paying you is one of the obligations of the seller.
6. Agent's duties. These are the things that you have to do for the seller. They usually include an obligation to find a buyer, do advertising (if appropriate), not to make any guarantees or promises, and to act in the best interests of the seller at all times.
7. Limits on what the agent can do. The seller may wish to set limits on what the agent may or may not do. This usually states that the agent is acting purely in a principal/agent capacity (as opposed to a buyer/seller or even employee role) and that they have no power of attorney to act on their behalf.
8. Sole agency or not? If you are a sole agent the seller cannot appoint any other agent but they may still be able to deal directly with any approaches direct to themselves. (You might be perfectly willing for other commission agents to be involved with the commission going to whoever makes the sale.)
9. Describe the territory. The territory is the area in which you are entitled to sell the product for the seller. This might be one country, several countries, a continent or the entire world depending on what you both agree.

10. How long the agreement will last for, ie. until the product is sold or for a fixed period of days, weeks or months. Also reasons under which the agreement will be automatically terminated, ie. death or bankruptcy of any party.

11. What happens at the end of the agreement. This may allow for it to terminate automatically, or for the same agreement to be used for other products you might sell for the seller.

12. How any disputes are to be settled. There are two ways you can do this. Either by saying that any disputes are to be settled by arbitration, and appointing an arbitrator. Or by saying that disputes are to be settled under the law of a particular country. In this case you will need to state the country.

(Usually it is preferable to state that disputes will be referred to arbitration, since this is quicker and cheaper for everyone.)

13. Continuation of agreements. It is quite common for an agreement to have a fixed term but then to continue at the discretion of both parties until one of them wishes it to end. If you do this there should be a period of notice stated, eg. one month or six months.

14. Closing the sale. This section states how the transaction will be closed and sets out clearly the responsibilities of each party. For example, when payment for the item/product will be made, how and who handles it. Normally the buyer will make direct payment to the seller, not via the agent.

15. When commission payable. It is essential to state the point at which commission is payable – normally immediately the seller is paid.

16. Definitions of any terms in the agreement, if they are unclear or have more than one meaning.

17. Miscellaneous. This is where any other details go. Including who is responsible for storing the product now, handling viewings etc.

18. Schedules. The exact details of the product/goods etc. are listed in this section

Agreements In Different Languages

It may be that an agreement with a foreign seller will be written in two different languages, say English and Italian. This can give rise to problems due to ambiguous words or poor translation.

Where this is the case, it is vital for the parties to decide which agreement will represent the original version if this is ever necessary – the Italian, or the English. It will normally be the case that if English law is said to have jurisdiction then the English version should prevail. If Italian law, it would be the Italian version. A very simple clause stating ‘The English language version of this agreement shall be accepted as the original’ will suffice.

Sample Commission Agency Agreement

**COMMISSION AGENCY
AGREEMENT**

An Agreement

Dated _____

Between

_____ of _____

(known as the Principal)

And

_____ of _____

(known as the Agent)

It is agreed as follows:

1. Services To Be Provided. The Principal retains the Agent to provide the sales services to the Principal as a Sales Agency with the following terms:

To be the non-exclusive worldwide sales agent for all present and future products and services to be specified by Principal in writing with the following authority:

Identify customers for Principal's products and services as identified in the Schedule below.

Within such guidelines relating to price, delivery and other key terms as Principal may from time to time specify in writing, and subject to acceptance by Principal negotiate sales contracts as the Principal's agent.

2. Compensation to Agent. For services under this agreement, Principal shall pay compensation to Agent in respect of sales. The compensation amount is 5% of the total sales price negotiated.

All payments to Agent shall be in UK Pounds Sterling. Currency conversions, where necessary, shall be based on the prevailing free-market rates of the time the payment is earned (not at the time of payment) as quoted by National Westminster Bank or other clearing bank.

3. Term of Agreement. This agreement is effective from August 1, 2009 and will expire on July 31, 2010 unless earlier terminated by mutual agreement or Agent giving at least 30 days prior written notice with or without cause. Neither expiration nor termination of this Agreement shall terminate the obligation of Principal to pay Agent for services rendered with respect to sales following such date that results from orders received prior to such date.

4. Publicity. The Principal will provide the Agent with all necessary photographs, documentation, catalogues, price lists and sales literature generally to enable them to conduct the agency. These materials will be provided free of charge.

5. Duties. The Agent agrees to use its best efforts to perform their duties hereunder and to give priority to Principal in terms of management time, and efforts. Principal will not enter into any management consulting, sales, agency or similar relationship, nor engage in activities, that would result in a conflict with Agent's duties under this Agreement.

Each party will provide to the other on a regular basis such documentation as may reasonably be required to enable the other party to be assured of compliance with this Agreement, and shall permit the other party to inspect its accounts and other records at such a reasonable times as the other party may request.

All confidential information received by Agent relating to Principals business and products shall be kept confidential by Agent and neither used by Agent nor disclosed to any other person for any purpose outside this Agreement.

6. Delivery. The Principal shall pay all carriage, freight, customs and excise duties, insurance and all other payments reasonably necessary in respect of the said items and other items, including the cost of delivery to the Agent in the first place and their return to the Principals or as the Principals may order on the termination of the Agency.

7. Governing Law and Jurisdiction. This Agreement shall be governed and construed under the laws of England unless the parties agree in writing to voluntary arbitration. The Courts in England shall have exclusive jurisdiction to hear and decide any case or dispute arising out of this Agreement.

Each party consents to jurisdiction over it by such courts and to service of process by registered mail sent to its principal business address.

8. Arbitration. In the event of a dispute arising, it is mutually agreed that on a shared cost basis, the services of (insert name of an Arbitrator) shall be appointed to resolve the dispute. The Arbitrator's decision shall be final and binding on all parties to the Agreement.

Signed by the above in the presence of

Witness: _____

(Signature of Witness) _____

Address: _____

Occupation: _____ Date: _____

Principal : _____

Agent: _____

SCHEDULE

Product: _____

Name: _____

Type: _____

Description : _____

Note: *This is just a general indication of the type of commission agency agreement you may wish to use. You may add whatever additional clauses are considered necessary by either party.*

Sub Agency Agreements

If you are working for an agent who already has an agreement with a product owner then you will effectively be a SUB AGENT. Your agreement will be with them rather than the product owner. In some cases you might even appoint a sub agent to do some of the selling work for you. For example, if you are UK based and selling a villa for a customer in Spain you might have a sub agent working for you in Spain, and others in the Middle and Far East.

There are several important matters to consider here:

- The principal has no contractual agreement with the sub agent. A sub agency is a contract between agent and sub agent.

- The agent is responsible for the sub agent's remuneration, out of their own commission.
- The agent may be prevented by their contract with their principal from entering into a sub agency agreement. Prospective sub agents should get confirmation in writing of the agent's ability to do this.
- Sub agency agreements will automatically terminate if the agreement between agent and principal is terminated.
- In negotiating a sub agency deal, the two parties in effect are agreeing to take smaller shares of the money available from the principal than would otherwise be the case.
- The agent need not disclose the rate of commission they get from the principal. Some sub agency agreements are problematic because the sub agent feels they are doing most of the work, while also feeling the agent is keeping more for themselves! Nevertheless, these agreements can bring business in where alternative methods might fail, and provided you go into them with a cautious attitude, there is much to gain from them.
- The agent should take great care not to commit themselves to any compensation for termination to the sub agent, nor indeed do anything incompatible with the terms of their own agreement. It is always the responsibility of the agent to draft the agreement and they almost always get the higher commission. It is an arrangement that will suit either party in the short term, although long term it is better to be an agent.

Two Way Agreements:

One possibility you may wish to explore is that of setting up a two way agreement. By this I mean claiming a commission from the seller for finding a buyer. While at the same time claiming a commission from the buyer for finding them an item you want to buy. You might even be able to set up a 'part exchange' deal, with both buyer and seller paying you a commission for arranging everything.

A commission earned from a buyer might also be known as a finder's fee.

You should place priority on earning a commission from the seller in the first instance. Only look at earning a commission from the buyer if the item is particularly desirable, rare and/or in short supply.

In this case you will need an agreement with both the seller and the buyer and the role of 'Principal' and 'Agent' will be reversed.

Agree The Price The Item Is To Be Sold At

Before concluding your agreement you should agree at what price the product is to be sold at.

Normally with the kind of prestigious products you will be handling it is best to be flexible on price. The level of commission is the most important aspect to write into the agreement, rather than the price.

The price should, primarily, be set by the seller. However, before concluding things it is sensible to research the market and ascertain what the current market value of the item is. Bear in mind this can be more difficult with unique things that are not offered for sale very often.

In many cases it is sensible to decide to both an asking price and a reserve price, ie. the minimum at which the seller is prepared to part with their product. This will allow you room for negotiation when finding a buyer.

What Commission Should You Take?

There is no going rate for the amount of commission you should work on with projects like this. It simply depends on what you agree with the seller.

The commission level will normally depend on:

- The anticipated selling price of the product. Normally if it is higher you can work on a lower percentage, which will still be a lot of money. If it is lower you will work on a higher percentage.
- The amount of work and expense you think will be needed to find a buyer. If you think less time and expense will be needed (or if you already know of a possible buyer) charge less. The sale will go through quicker and you will receive your fee sooner.

In the vast majority of cases the amount of time and expense involved will be small.

- As a general guide you should be thinking in the range of 2% - 5% commission on most deals. However, in many cases you can work on much less than this. For example, when arranging the sale of a £1 million property a 5% commission earning you £50,000 would be ideal. However, even at 0.5% commission would still earn you £5,000.

DON'T rush the process of creating an agreement! Only move onto the next step when both you and the seller are happy with the terms of the deal.

Commission Ready Reckoner:

Sale price £/Commission level	0.5%	1%	2%	5%	10%
10,000	50	100	200	500	1,000
20,000	100	200	400	1,000	2,000
30,000	150	300	600	1,500	3,000
40,000	200	400	800	2,000	4,000
50,000	250	500	1,000	2,500	5,000
60,000	300	600	1,200	3,000	6,000
70,000	350	700	1,400	3,500	7,000
80,000	400	800	1,600	4,000	8,000
90,000	450	900	1,800	4,500	9,000
100,000	500	1,000	2,000	5,000	10,000
200,000	1,000	2,000	4,000	10,000	20,000
300,000	1,500	3,000	6,000	15,000	30,000
400,000	2,000	4,000	8,000	20,000	40,000
500,000	2,500	5,000	10,000	25,000	50,000
600,000	3,000	6,000	12,000	30,000	60,000
700,000	3,500	7,000	14,000	35,000	70,000
800,000	4,000	8,000	16,000	40,000	80,000
900,000	4,500	9,000	18,000	45,000	90,000
1,000,000	5,000	10,000	20,000	50,000	100,000
1,500,000	7,500	15,000	30,000	75,000	150,000
2,000,000	10,000	20,000	40,000	100,000	200,000

How To Find & Approach Buyers

Now you've got your product and a deal all set up with the seller. You can go out and look for a buyer – or, preferably, several buyers!

This is bound to be trickier when you first start out. However, once you have completed several projects it should become easier and easier, as you learn how to track down the most likely buyers and the best places to find them. You may even find that buyers you have supplied in the past are ready and waiting to buy up new finds as soon as they become available.

Who Will Your Buyers Be?

One of the most important aspects of selling anything is to know your customer and understand a little about them. Once you know that you are in a much better position to find them, and sell to them.

Bear in mind that not 'everybody' is a prospective buyer for the kind of prestigious, upmarket products you will be dealing in. Perhaps only about 0.5% of the entire world's population are likely buyers of whatever you are selling, if not less. In some ways that makes what you are doing seem like an impossible job. In other ways it is easier because you know that the vast majority of people are not likely buyers so there is no point trying to sell to them. Instead just focus on those who are.

Here are some characteristics of your most likely buyers. Likely buyers will usually be:

- A wealthy person, either with a high powered job or significant personal wealth.
- May very well be located in another country, or even several countries.
- May be a company, or the owner of a company.
- May be a foreign government, or government department.
- Own many other upmarket possessions already.
- Be willing and able to pay a premium for the things that they want when they want them, ie. be willing to pay more than the going rate.
- May very well be an investor or speculator who is buying the product in the hope of making money – this is particularly the case with land and property etc.

When setting out to sell a new product always think WHO your likely buyer is most likely to be. Then you can look for them and market to them in the ways that are most likely to reach them.

For example, someone looking to buy a Ferrari 599GTB almost certainly wouldn't look for one in the local freesheet newspaper, or even read those freesheets. But they probably do read a national quality newspaper, or quality lifestyle magazine.

Two Things You Must Do When Selling As A Commission Agent

One. Always remember that remember you work for the seller. Although you want to foster good relations with the buyer and sell them a product they want at a price they want to buy this is secondary. You really want to sell the product for the seller, at a price they want to sell it.

Two. Look for more than one buyer if possible. Not only will this give you more options, but it may help to increase the sale price if several buyers are keen to have the same thing and are prepared to pay more.

Important Principles When Looking For A Buyer

- Have confidence in your product. If you have chosen good products you should always feel that there will be a buyer out there, and at a good price.
- Be proactive. Realise at least initially that you will need to go out and find a buyer. Buyers won't come to you while you are unknown.
- Do some advertising and publicity. In this regard, the operation is just like selling any other product or service in any other business. The more advertising and publicity you do the more you will sell.
- Target your publicity. There is no point trying to sell an exclusive upmarket product to everybody. Look for methods that are likely to be used by buyers of your product and target your publicity there,
- Recognise that your best buyer is quite likely to be located nationally or even internationally. So be willing to do advertising/publicity in foreign markets. Recognise the differences in culture etc. when dealing with foreign places.
- Do it better! If your seller has already advertised the product with no luck realise that one of the very easiest ways of making a sale is simply to advertise it again – but make sure that your advertising is better, or bigger!

More On Buyer Market Research

We have already talked about market research when selecting products to work with. However, before you can advertise in a new market, especially an overseas market, you will need to do a little more research on the market itself.

Inevitably you will find some of the information sources used in identifying markets are the same as for selecting a product. The two activities are, of course, different stages in the same process.

See what kind of market information can be provided by government bodies. This kind of information can help identify market size and trends, ie. where that product is sought after and where there are people who can afford to buy it. It can also help you find out about rules, regulations and any pitfalls that might occur. In the UK, UK Trade & Investment at www.uktradeinvest.gov.uk can provide a lot of useful market information and useful links. It is also possible to obtain useful information on foreign countries through their embassies in London. How easy this is will vary from country to country and embassy to embassy.

The Internet is an important and valuable source of information. There are already lots of sources of marketing information on the Internet, particularly on foreign government and trade association sites. The information you need is probably available somewhere – the key is to know how to dig it out and what is genuinely useful.

Specialist trade journals are excellent sources of the kind of insider information that is rarely available to the general public. If someone wanted an opinion on what the best markets are for Mercedes, for example, one of the first places to look would look would be the motor trade press.

Some useful trade journals are listed later. The Media UK directory at www.mediauk.com is also a good place to find them.

Trade associations should not be overlooked. In many cases there is a strong international trade department in these organisations and they may well be able to supply more valuable and useful market information. You do not always have to be a member to get this.

General retail/wholesale directories. General directories relating to the market itself can be useful for identifying trade buyers. There are directories of retailers for almost every market sector. Some contacts are given later. Also, don't neglect 'Yellow Pages' as a means of finding trade buyers.

Ways To Find Buyers

There are many different places to find buyers of the things you decide to sell. This will depend on what you are selling and, to some extent, is the reverse of the methods you used to find sellers. Here are some of the main ones to think about:

- Media Advertising. Place classified ads. in newspapers. Especially the upmarket ones where expensive houses, cars, boats etc. are often advertised. Go for national newspapers not local freesheets.

- Generally, however, this is not a great place for advertising upmarket products which may be why many such items sold here go unsold. So, do not rely on these entirely.

Magazines can be much better. Go for upmarket, quality magazines. Find out what the specialist magazines are for the interest in question and use those. Find out if there is a trade magazine for the interesting question.

- Internet. E-commerce is of course a massive business nowadays and you should certainly make use of it to find buyers.

Look for advertising websites and portals that are relevant to the product in question and place advertising there.

Consider creating a website specially for the project. Link it to these advertising sites. It will also be found by buyers in Google searches etc.

eBay can also be used for selling many prestige products. Place a good quality listing. However, remember that eBay is often used by bargain hunters, so many not be a good place to sell the highest value products.

- Clubs. Contact clubs for the interest in question, such as yacht clubs, also any kind of upmarket club such as golf clubs, polo clubs, flying clubs. Ask if you can advertise in their club newsletter or magazine, or place an ad. on their notice board.

The best way to find a buyer, however, is probably by means of direct contact:

Making A Direct Contact To Potential Buyers

There is absolutely no reason why you have to sit and wait for potential buyers to contact you. In fact it is a very good idea to go out and contact potential buyers direct.

This needs to be done discreetly, and in a non-pushy way. You don't want to give the buyer the seller is desperate to sell, even if they are – as this may compromise the price you can get.

There are a number of methods you can use to make direct approaches:

- Telephone. If you have a telephone number for the seller try calling them up and putting your proposition. A good idea is to have a 'sales script' in mind before you make the call. Don't expect to make the sale over the telephone. Just ask the prospect if they are interested, and if you could send them more information.
- E-mail. If you have or obtain an e-mail address this method can be worth a try. Develop a standard sales e-mail which you can simply modify and send out for each customer, which will save a lot of time.

Bear in mind that some e-mail addresses are out of date, some e-mails are not delivered and are very easy to ignore. So it is best not to rely on this method entirely.

- Letter. There is a lot to be said for using the good old fashioned sales letter as a means of introducing yourself to customers. It is usually much easier to get address contacts than a phone number or e-mail. Letters look more professional, and people tend to take more notice of them.

When sending letters your communication must be well written and well presented. Always use good quality business stationery and print the letter out on a good printer. Make it clear what you are offering, and what the benefits of using your service are.

Using A Sales Letter

Ideally your sales letter will sell the item in question – the house, land, car, yacht or aircraft or whatever. Of course, it might be a ‘big ask’ to sell a million pound item in a single letter! So as a minimum your letter should at least to generate sufficient interest in it on the part of the buyer (who at this stage we might call the ‘prospect’).

Don’t be in a rush! In this sort of business we are not hard selling, like door-to-door double glazing salespeople. We need to take a longer term view. If someone buys there and then that’s great. But in most cases it may take some time to develop a relationship to the point at which a buyer is ready to buy.

Imagine this scenario: Your letter and product information arrives on a prospect’s doormat. Your prospect may be impressed by your offer and it may be something they want to buy but they might not necessarily be sold immediately. No matter. You know, from your market research, it is the kind of product they should be interested in. You have made your first move, they are aware of your offer. Even though you do not have a sale the seed has been sown in their mind.

Alternatively, your prospect may not be interested in that particular product at all. But they are in the market for other upmarket products. Again, your letter has achieved a valuable purpose – you have a future buyer for your little black book!

In this sort of situation a follow up telephone call will help you ascertain whether the prospect can be converted into a customer now, never, or in the future, and would definitely help your market research.

Writing a letter to sell, or create interest in, a product is not an exact science and you should not be disappointed if some of your letters appear to be total failures. In some cases, some of your prospects who should be interested in what you have got may not be, for reasons unknown.

A good sales letter should try to follow the following classic sales letter formula – AIDA – which is to include:

- A: Attention ~ something that makes the reader read on!**
- I: Interest ~ something that emphasises the benefits of your product**
(always a good way of generating interest).
- D: Desire ~ something that gives the reader strong reasons to buy.**
- A: Action ~ something to encourage the reader to take action**
(such as write to or telephone you) immediately.

A simple writing technique is to write one or two paragraphs on each of the above points. Whilst at the same time not forgetting to mention what you are trying to sell the prospect of course! At the end of the day you should have a letter which pushes all the main 'buying buttons', but which at the same time is short and sweet.

Once you find a letter that works use the same type of letter every time you work on a new project. Turn the letter into a template, using the same basic parts and just changing the fine details according to the product in question. By using a wordprocessor you can then create and mail out hundreds or even thousands of sales letter very easily.

Using The Visual Aspect

When you send out a sales letter don't forget to make use of the visual aspect. People are much more likely to be interested in buying what they can SEE. Obtain some actual photographs of the item. Make sure they are a good selection, and of good quality. You could even make these up into a brochure.

As an alternative, set up a simple website. Upload some photographs of each project to the website and include a link in your sales letter.

Getting Free Publicity

In some cases, depending on the product in question, you may be able to get free publicity by means of public relations. This can work well if the product is unique, unusual or quirky in some way. For example, a car or house that was once owned by a famous person.

Contact local and national newspapers and magazines, and also TV and radio stations. Send them a press release and a photograph. Most of them are always glad to receive ideas for news stories and, if they use it, your story could generate you thousands of pounds worth of free advertising.

If they express any interest whatsoever send them more press releases from time to time.

Dealing With Enquiries

Dealing with enquiries is one of the most exciting parts of being a commission sales agent. This is when you realise that someone wants to buy what your seller wants to sell bringing in the cash that will help pay your commission.

Always stay calm and rational when dealing with enquiries. Part of your job is to ensure the sale proceeds smoothly, which will help the seller feel entirely justified in placing their trust in you.

- Discretion is important. Be tactful and discreet at all times.
- Maintain confidentiality and security. Only reveal enough information about the product for the potential buyer to make a decision.
- Don't reveal the identity of the seller unless you really have to!
- Try to ensure potential buyers are serious by screening enquiries. Ask for references, including references from their bank.
- Bring as many parties into the deal as you can. There is more chance of selling, and for the best price.

Closing The Deal

This is probably one of the most exciting parts of setting up these kinds of deals.

A deal usually has several parts: The creating of a proposition by one party, then its gradual acceptance by the other side. And finally – the closing. The first two phases of the process are easier than the last in most cases.

Sealing a deal – because of the risk that it might fall apart before you get to that point – can cause anxiety on the part of the commission agent. But there are ways to make yourself a better 'closer' even if you're not the natural selling type.

Ideas for closing sales deals:

- Create a sense of urgency: Sometimes the person on the other end of the deal will be happy to close it – when they can get around to it. Timing may be much more important to you. So if necessary, you want to create a sense of urgency to get their commitment, and that may require some final concessions to focus their attention. This may involve offering a price discount, or including something else in the deal that they want but which wasn't originally included.
- Use the threat of competition: Unfortunately, in order to get the other side to close, sometimes an agent will have to get them to understand that if they don't do the deal with you, you'll do the deal with someone else. Sometimes

this involves adding to the deal, sometimes it bluffing. Aim to convince the prospect that you have a fantastic offer and someone else will snap it up if they don't.

- Use 'breaking news': Throughout the negotiating process release more information to the prospect that makes the offer look more tempting. This might be a more information about it, or more photographs etc.
- Listen more than you speak: Hear the other party's point of view. What can you do to give them what they want?
- Gimmicks aren't good: If you need them to sell you don't have a strong product offering in the first place. Create true value. That's what will help you sell faster at the price you want.
- Be prepared to not close: The reality is that most deals don't close. The deal isn't right for either party, or both. You must not aim to close every deal at all costs. Remember, with commission agency, it costs you very little if you don't close the deal.
- Get everything in writing: Once you've got your prospect to agree in principle that you're going to make this deal, move them as quickly as possible towards getting it into written form. Remember, in the time between 'yes' and signing on the dotted line, issues like second thoughts or other competing offers can creep into the equation. Aim to lock them out!

So, once you get a verbal expression of interest, move quickly towards a verbal commitment. Then as quickly as possible to a written agreement that hopefully closes the deal.

Other Useful Information -

Finalising The Deal

Once a sale is agreed always confirm everything in writing. Send a letter to the buyer to confirm the details, with a copy to the seller.

- The letter should contain details of the goods and the price agreed.
- The letter should specify what will happen next, ie. when payment is to be made by and when/how the goods will be released/delivered.

Do not leave anything out or to chance.

- The letter should also contain details of the method of payment.

If a foreign buyer is to pay for the goods through a documentary credit (see later) then the documents must be drawn up as soon as possible.

Be sure that the seller agrees to and is aware of the payment arrangements.

- Always keep a record of anything said in telephone calls. If you initially e-mail details, always send a letter by recorded post to confirm it.

Importing & Exporting Goods

This section will be relevant if the sale involves moving the product across international borders.

Although it is not your responsibility, as an additional service to your client, you may wish to assist with arranging delivery of the item. You can do this easily by instructing a courier, delivery firm or freight forwarder to handle everything. It is even possible to find companies who will deliver ships and passenger aircraft from one side of the world to the other!

Remember however that many countries control the movement of goods for reasons of national security or local market protection. Even where they do not, there may be taxes and duties to collect, or statistics to be compiled. Your failure to observe foreign trade regulations may delay your customer from taking possession of their purchase, or it may even be returned to you or impounded.

Import documentation requirements and other regulations imposed by foreign governments vary from country to country. You can usually find out about these from the relevant national embassy.

Sometimes exporters must apply for a licence before being permitted to make export shipments of certain goods and to certain countries. Again seek advice before finalising the deal.

Commercial Invoice: A commercial invoice should accompany all imports/exports. This document must contain full details of the goods and their value. It may be needed by the courier/carrier, for payment purposes, Customs purposes and/or for the buyer to register their purchase legally where necessary.

Payment: Cash With Order

This method provides the seller with the least risk. It is a simple arrangement since all that is required is that the buyer forwards the money by bank draft or electronic transfer. The buyer is entitled to receive the goods as quickly as possible since they have paid 'up front'. The agent should do their best to make sure that this is indeed the case, otherwise the buyer may lose trust for future deals.

Beware: Of false/forged bank drafts. Always ensure a bank draft is verified by the bank before telling the seller that they may release the goods.

Do Not: Agree that payment may be made by Western Union, or similar money transfer services. These are not intended for making payment for goods.

Payment: Letters Of Credit

In international transactions, using a letter of credit is a standard way of making certain payment will be made before the seller gives up control of their goods.

A letter of credit is a document (which may be electronic) issued by a bank to a seller known as a beneficiary. The letter states that the beneficiary is guaranteed a certain sum of money. The money is guaranteed by the bank provided the conditions given within the letter are fully met, ie. the item is delivered.

The buyer has to complete an application form supplied by their bank. This bank will be the one to guarantee the money.

The seller, the beneficiary, also has to agree to the terms of the letter in order to make sure that they can meet all the requirements or any conditions. So long as the seller complies with all the terms of the letter of credit, ie. delivers the goods in good condition, the buyer's bank will release the money. Very importantly, assuming the conditions are met the buyer will not be able to stop payment.

Product By Product Guide

Useful Contacts

In this section we will look at the main types of products you can handle profitably as a commission agent.

These aren't the only products you can handle – remember you can work with anything if you feel you can make a good commission from it. However, they are the main proven, profitable areas for the commission agent.

In each case we will list some useful contacts and sources of further information. While lack of space means we cannot hope to list every contact in each product area these will give you some useful pointers to get started as a commission agent.

Property

Property is one of the highest value items you can deal in as a commission agent, and therefore one that leads to the highest commissions.

Imagine for a minute that you found a seller who had a country house to sell at an asking price of £1 million. If you found them a buyer for their house do you think they'd give you a commission of 5% for doing it, ie. £50,000? They almost certainly would as it would save them a lot of time and trouble. And remember, that is exactly what estate agents do right now and exactly what you could do as well.

Property is also, by and large, one of the most popular and in demand and most often traded products, the safest and the most reliable.

Property is a massive worldwide market. It offers high capital values. It has transparent prices, ie. it's easy to see how much a property is worth and how much you will get. It should be relatively easy to find buyers – although perhaps not quite so easy at the moment.

Downsides you need to bear in mind are that property markets uncertain in some countries – though this can also be an advantage is that there is more demand for good agents. There can be difficulty in buyers finding finance, especially for higher value property. There is a risk of property scams – some countries do not have well established property registration systems. There is no guarantee that the seller has the money to pay your commission, even if they have a valuable house.

Of course, at the moment the UK property market and other property markets are experiencing tricky times. There aren't as many properties being bought and sold as there were in the past, and prices are not rising as much or are even falling.

This is not a bad thing for this opportunity, in fact it is a good thing. More difficulty in finding buyers means more need for commission agents. Also, falling prices are not

necessarily a bad thing as your actual money income can still be considerable. For example, 2% of £800,000 is not as much less than 2% of £1 million – in comparison to the fall in price of the property.

You can act as an agent for property either in the UK or in other countries – including in countries where the property market is still buoyant. You never actually need to see the property, and it is not necessary for you/the buyer/the seller to be located in the same country.

One good thing about property is that there are so many different places to find property up for sale that you will be really spoiled for choice. All these methods can be used:

- Look for properties for sale in your local area. Very easy to do. Approach the owners.
- Look for properties for sale in newspapers and magazines. Approach the owners.
- Look for properties using Internet property portals. Approach the owners.
- Contact builders and developers of new property.
- Act as an agent for an agent. This is probably of the best and easiest ways of making money from property as a commission agent. Ask estate agents, if you find a buyer for a property they are marketing, will they share their commission with you. Many will agree to do this with you. If they are making 2% commission then you might agree to receive 0.5% or even 1% of the total amount.

So then, how will you find buyers? The best technique is not to rely on just one route but many. Also be proactive, go out and look for buyers, rather than wait for them to approach you – as conventional estate agents do.

Here are some suitable methods:

- Advertise the property in newspapers, magazines and on the Internet – using a better ad. than the current seller. Advertise internationally
- Look for possible buyers on house swap sites.
- Draw up ‘property available’ lists and circulate them to estate agents. Offer to share your commission with the estate agent if one of their sellers buys a property you are handling.
- Approach property investors. This is probably the best way of finding buyers, especially in a slow market. Hunt down property investors. You can find these out from Internet searches and ‘Yellow Pages’ directories. Tell them you have a property available for investment which they may be interested in.

These tips will help you maximise the saleability and, potentially, selling values of property:

- Focus on upmarket properties. Lower commission rate on higher value properties are more lucrative than high commission rates on lower value properties.
- Focus properties that are unique in some way. Although these are more difficult to sell there is more need for agents.
- New build houses represent a good opportunity. Work with developers.
- Always have a written agreement with sellers. Ask both seller and buyer for details of their solicitor to ensure they are genuine.
- Agree a sensible selling price with the sender. It is usually more profitable to sell quickly at a lower price, than wait for ever for the highest price. This is particularly the case in a difficult market.
- Confirm ownership of the property before signing a commission agency agreement.
- You can also act as an agent to sell off plan property, ie. buying/selling property before it is built. In this case you sell the option or obligation to purchase.

Useful Contacts

Allsop

www.allsop.co.uk

Large auction house. Site has useful information.

Barnard Marcus

www.barnardmarcusauctions.co.uk

Large auction house.

Countrywide Property Auctions

www.countrywidepropertyauctions.co.uk

Large auction house.

Homes On Sale

www.homesonsale.co.uk

Lists properties for sale direct from owners.

House Ladder

www.houseladder.co.uk

Lists properties for sale by vendor and has a good property news feed.

Knight Frank

www.knightfrank.co.uk

Property consultants. Have some good free market reports for various parts of the UK on their website.

Landlord Mortgages

www.lml.co.uk

A buy to let mortgage company but their site has useful information for property buyers and sellers.

Landlord Zone

www.landlordzone.co.uk

Aimed at landlords but a good site for property news, information and links.

Mortgage Brokers

www.unbiased.co.uk

These websites can help you find one: Search IFA at www.searchifa.co.uk and

Mouse Price

www.mouseprice.com

Extensive information on property prices in every area searchable by postcode.

My Property For Sale

www.mypropertyforsale.co.uk

Lists properties for sale direct from owners.

Net House Prices

www.nethouseprices.com

Provides free access to house selling prices in England, Scotland and Wales, as recorded by the Land Registry since April 2000.

Paragon Mortgages

www.paragon-mortgages.co.uk

Paragon is a mortgage company but their site has very useful information and tools for the property business.

Property Investor News

www.property-investor-news.com

Magazine for property industry. Recommended for news and market information.

Property Today

www.propertytoday.co.uk

Property search site.

Residential Landlord

www.residentiallandlord.co.uk

Intended for landlords, but lots of useful resources including auction dates.

Rightmove

www.rightmove.co.uk

Property search site and buyer/market information.

Royal Institution of Chartered Surveyors

www.rics.org

Extensive market information and free reports on how the housing market is doing.

Also database of members – surveyors, estate agents etc.

Zoopla

www.zoopla.co.uk

Information on prices and neighbourhood information by postcode area.

What House?

www.whathouse.com

Property search site with useful information and news.

Land

If you are handling property sales as a commission agent then it is relatively easy to also handle land. This could range from anything from a building plot or a farmer's field right up to several hectares of land in a foreign country.

The main advantage of handling land is that much greater sales prices can be achieved than for a house alone. This can amount to several millions of pounds. As well as making more money this means you can agree to a lower commission, increasing your chances of getting the deal, yet still do very well indeed.

Land offers high potential commission amounts – on deals of millions of pounds. There is an opportunity to achieve much higher selling prices than anticipated. Set up and marketing costs are low in proportion to the value of the sale.

The main disadvantage of dealing in land is that it is a lot more speculative. Prices can rise and fall a lot more and a lot faster. It can also be difficult to determine a true value for some land. Therefore, the process is trickier and it may be more difficult to find buyers who are able to proceed. It is a high risk, high return business and there is a risk of land scams/ownership disputes – especially if operating abroad.

To find sellers check with estate and land agents. However, a good technique for finding plots that are not currently for sale is to 'walkabout' looking for unused plots of land. Find owners using a land registry search and ask if they are interested in selling.

To find buyers, use similar methods used as for property. In addition house building companies often interested in buying land for their 'land banks'. This is especially good in a property recession as developers are keen to buy land in these times and hold it for several years before developing it. Also, advertise in media as an investment opportunity.

These tips will help you maximise saleability and final selling prices:

- Consider dividing up large plots into smaller plots to make them easier to sell.
- Add value to plots by helping the owner to obtain planning consent for redevelopment.
- Overseas projects. Very high profits possible on land speculation in emerging markets – but significantly more risky too.
- Consider adding a sell-on commission clause into the deal. This entitles you to an income whenever the land is resold

Useful Contacts

Plot Finder

www.plotfinder.net

Land buying/selling website.

Homes On Sale

www.homesonsale.co.uk

International property trading site.

London Land Sales

www.londonlandsales.com

Plots of land for sale in the London area.

Land Incorporated

www.landincorporated.com

List, sell and buy online land for sale. USA and worldwide.

Investment Land UK

www.investmentland.com

Buying and selling marketplace

Also see useful contacts for Property, above.

Cars

Cars are perhaps one of the most interesting product areas for the commission agent – especially if you're interested in cars. Although, this isn't the same as being a car dealer. You never buy and resell the car, don't need any mechanical knowledge whatsoever.

The advantages of working with cars are that there is a very large worldwide market. There can be very high profit margins. You can also work in some interesting and enjoyable projects

There are, however, some disadvantages that need to be addressed. The motor market can be quite volatile, prices can fluctuate. Generally, with a very few exceptions (such as some classic vehicles) car values go down rather than up. So if you do not effect a quick sale the price (and your commission) could reduce.

There is also the risk of being involved with stolen cars, and other less than honest buyers and sellers. Rules and regulations on car import can be complicated when trading overseas, which can make some deals more difficult.

When you become a commission agent for cars you won't be dealing in day to day cars like Ford Fiestas and Vauxhall Astras. The cars you handle will be higher value and/or unusual in some way. They will be mainly premium and upmarket brands.

You can deal in either new or used cars. Another interesting area to work in is that off collectable cars. These may include vintage and veteran vehicles, but can typically be any cars up to the 1970's or thereabouts that are collectable in some way.

Minimum value will typically be £20,000 ranging up to £1 million plus in some cases.

You can just restrict your activities to within the UK. However, remember that nowadays the car market is global. So there is no reason why you cannot work in car deals around the world. Remember, you will not need to see the actual car you are commission trading at all.

One more good thing about working with cars are that there are plenty of ways to find sellers. There are tens of thousands (if not millions) of cars for sale out there at any one time. Here are some methods: Look for upmarket cars for sale in newspapers and magazines. Look for upmarket cars for sale on the Internet. Approach new car dealers. Approach used car dealers. They may hire your services to find buyers for cars they have been unable to sell – or for particularly unusual models. Look for unsold completed listings on eBay.

So how to find buyers? The best way is to use a combination of as many different methods as follows. Choose those that are most appropriate to the type and value of car. Send out lists of cars available to new and used car dealers. Build contacts with motor trade brokers. Advertise in upmarket magazines and newspapers. Target investors and collectors rather than those who intend to use the car.

Useful trading tips for cars:

- Check ownership credentials before agreeing to handle a vehicle – registration document or invoice.
- Before offering in foreign countries, check import regulations and taxes that might be payable.

- Monitor prices carefully, as car values can be very volatile especially in difficult economic times. Subscribe to a motor trade price guide such as Glass's : www.glass.co.uk
- Look at the possibility of helping buyers arrange finance, leasing etc. – will widen sales opportunities if you can offer a car with finance in place.

Useful Contacts

Suggested marques to work with -

Websites for further information:

Alfa Romeo

www.alfaromeo.co.uk

Aston Martin

www.astonmartin.com

Audi

www.audi.co.uk

Bentley Motors

www.bentleymotors.com

BMW

www.bmw.com

Cadillac

www.cadillaceurope.com

Ferrari

www.ferrari.com/en_gb

Jaguar

www.jaguar.com/uk

Lamborghini

www.lamborghini.com

Land Rover

www.landrover.co.uk

Lotus

www.lotuscars.com

Maserati

www.maserati.com

Mercedes Benz

www.mercedes-benz.com/en

Porsche

www.porsche.com

Rolls Royce Cars

www.rolls-roycemotorcars.com

Spyker

www.spykercars.nl

TVR

www.tvr.co.uk

Others useful contacts:

Classic & Sports Car

www.classicandsportscar.com

Useful magazine.

Car Magazine

www.carmagazine.co.uk

Useful magazine.

We Buy Any Car

www.webuyanycar.com

Car buying website, useful valuations.

DuPont Registry

www.dupontregistry.com

The US duPont Registry is the premier marketplace to find new and used exotic, rare and luxury cars for sale. Classified ads include models from Lamborghini, Ferrari, Porsche, Mercedes Benz, BMW, Lexus, Hummer, Aston Martin, Bentley, Rolls Royce and other luxury cars for sale by dealers and private owners. Also homes and boats.

Hemmings

www.hemmings.com

US Magazine. Claims to be the world's largest collector car marketplace.

Motor Trade Online

www.motortradeonline.co.uk

Motor trade directory with lots of contacts.

Auto Express

www.autoexpress.co.uk

Useful magazine.

Business Car

www.businesscar.co.uk

Magazine focussing on upmarket and luxury cars.

Luxury Lifestyle

www.luxurylifestyle.com

Magazine and website with news, information and contacts for upmarket products.

Toffs World

www.toffsworld.com

Describes itself as the finest luxury portal in the world!

Robb Report

www.robbreport.com

Useful magazine for information, articles etc. – global luxury source.

Aircraft

This is an interesting product area for you to consider if you like to ‘think big’. However, again, it is largely irrelevant how large the aircraft is, since you will never have to actually handle it. What is important is the size of the deal and of course the commission on it.

This is good right now. With the global recession operators have surplus aircraft they do not need. Yet other operators are keen to cut costs by buying used rather than new. Since aircraft operators are often in direct competition they do not have close contacts with each other so often work through an intermediary.

If you operate in this product area you will almost certainly need to work on an international basis in order to broker the best deals.

You can arrange deals for all the following kinds of aircraft:

- Large commercial airliners
- Freight aircraft
- Executive jets
- Light aircraft
- Helicopters
- Decommissioned ex-military aircraft
- Collectable aircraft
- Vintage aircraft.

The advantages of working with aircraft are that sale prices are likely to be high. Large sale prices means high commission! There is also a worldwide market. You can buy and sell between almost any country of the world.

The disadvantages are that it can be a volatile market, especially during a recession. However, there is likely to be strong demand for used aircraft during these times. Also, regulations on importing/exporting aircraft can be extensive.

Where and how to find sellers: Advertisements in aviation trade magazines, also some newspapers. Advertisements on the Internet. Approach aircraft brokers, and ask if they are interested in a commission sharing arrangement. Direct contacts to airlines, air charter companies, government, armed forces. Direct contact to aircraft manufacturers.

Where and how to find buyers: Direct contact to operators, including airlines, air taxi and charter operations and private individuals. Advertisements in trade magazines. Set up a website. Publicise it in the aviation industry. Consider setting up an auction sale. Contact an established auction house to do this for you.

Useful trading tips for aircraft:

- Specialise in one type or make of aircraft initially, until you build experience
- Agree a higher commission than you think, as extensive advertising may be necessary in some cases.
- Check if an export licence is needed – depending on the type of aircraft and country concerned.

Useful Contacts

For information:

Boeing

www.boeing.com

Airbus

www.airbus.com

Embraer

www.embraer.com

Cessna

www.cessna.com

Bombardier

www.bombardier.com

International Society Of Transport Aircraft Trading

www.istat.org

Establishes and promotes standards for many aspects of the purchase or sale of commercial transport aircraft, including appraisals and a code of ethics.

Flight Global

www.flightglobal.com

International aviation magazine.

Aeroplane Monthly

www.aeroplanemonthly.com

Magazine for small aircraft news, information and trading.

Airliner World

www.airlinerworld.com

Magazine for passenger aircraft news, information and trading.

Aviation Business Index

www.aviationdealerindex.com

Extensive lists of aircraft brokers, dealers, owners etc. (Lists are available to purchase, not free.)

Allaviations

www.allaviations.com

International trading site for small aircraft.

Boats

Boats are a very upmarket product area. The area you should be looking at as a small agent is leisure boats, anything from small motor cruises to luxury yachts and superyachts – rather than, at one end of the scale dinghies, or at the other merchant vessels or cruise ships.

The advantages are: Boats can be quite difficult for owners to sell, so there are opportunities for an agent with good contacts. Sale prices are high, leading to good commissions. Also, boat owners often have other upmarket possessions, so are a good contact point for other products. You can operate this product area all around the world.

Disadvantages are that the boating and yachting brokerage market is quite competitive with many people already involved in it.

A good option here is to work with boat and yacht brokers, finding a deal for boats they are already offering for sale. Indeed, you might become part of a network of agents all dealing with a small part of the overall deal.

When finding a buyer for a boat always bear in mind the costs of delivering it to the buyer, which can be considerable if buyer and sell are in different parts of the world. Either party might pay this depending on the deal negotiated. Most buyers will also require a sea trial and survey, which you can arrange for them if required using a marine surveyor.

Useful Contacts

Recreational Boat Building Industry

www.rbbi.com/links/yacht.htm

Extensive list of yacht manufacturers worldwide.

Recreational Boat Building Industry

www.rbbi.com/links/boatmanufacturers.htm

Extensive list of power boat manufacturers worldwide.

Yachtworld

uk.yachtworld.com

Database of yachts for sale worldwide.

Get Afloat

www.getafloat.com/manufacturers.asp

Online resource for boating enthusiasts.

Yachting

www.yachtingmagazine.com

Leading yachting magazine.

Yachts & Yachting

www.yachtsandyachting.com

Useful online magazine with news, information and contacts.

Antiques, Art & Jewellery

Antiques, art and jewellery are a much more practical type of product to handle than some of the larger products discussed here. They are small and light for easy shipping, so this really can be a global business that you can operate by post.

You don't necessarily need a lot of experience in jewellery, art or antiques. Remember you are only acting as an agent for the seller and finding a buyer. You aren't buying and selling. The seller should always get a professional valuation from an expert if in doubt.

The pros are that the range of product values from several hundred pounds to many thousands of pounds. They are very popular products, suit a wide range of buyers. As well as being sold to end users they can also be sold as investment potential.

The cons are that antiques, art and jewellery can be difficult to value. There is a security risk, risk of loss or theft – especially in transit. There can also be more competition in this market than many other markets.

Although these product areas are different they share several similarities and so can be handled together. You will often find that one customer has many different items

for you to sell. Also, buyers for one item, such as a piece of jewellery, will also be buyers for another item, such as a painting.

The products you might consider handling are as follows:

- Antiques: Furniture, silver, glass, china, sculpture, antique jewellery.
- Art: Paintings, prints, sketches, drawings, photographs.
- Jewellery: Silver, gold, precious stones, watches.
- Watches: Only quality brands such as Rolex, Omega, Cartier, Tag Heuer, Breitling, IWC, Raymond Weil, Jaeger, Chanel, Longines, Panerai.

This tends to be a fairly close-knit industry, so methods of finding sellers can be quite limited. You also need to take time to build up trust with potential sellers. Advertise in newspapers. Contact jewellers and art/antiques dealers – offer to find buyers for slow moving or surplus stock. Visit auctions – offer your service to owners of lots that don't sell.

As for finding buyers, there are more methods: Contact jewellers, arts and antiques dealers. Circulate a list of items available. Consider selling by auction. Select the best auction house for the item in question. Items that fail to sell at one auction can sell more easily at others. You might also try eBay, but only for lower value items.

Useful trading tips for antiques, art and jewellery:

- Do your homework. Specialise in a small number of products initially.
- Monitor values carefully. Use trade price guides.
- For jewellery, focus on well known brands – such as Rolex for watches etc.
- For art and antiques focus on pieces by known artists and makers (they do not necessarily need to be famous). These always hold their value and sell better.
- Beware of fakes and stolen items.
- Take care with security. Do not disclose your seller's addresses. (This is a very good reason why sellers will want to use your agency service.)

Useful Contacts

Jewellery Focus

www.jewelleryfocus.co.uk

Trade magazine.

Antiques News

www.antiquesnews.co.uk
Trade magazine.

Antiques Trade Gazette

www.antiquestradegazette.com
Art and antiques website providing art news, UK and worldwide auctions and fairs.

Artcyclopaedia

www.artcyclopedia.com
Portal for world arts news.

Art News Online

www.artnewsonline.com
ARTnewsletter is a timely, topical, bi-weekly report on the art market. It is the indispensable resource for art professionals and serious collectors who need to follow art trends throughout the world.

The Art Newspaper

www.theartnewspaper.com
The Art Newspaper publishes news affecting the visual arts and culture worldwide.

The British Antique Dealers' Association (BADA)

www.bada.org
The British Antique Dealers' Association is the trade association for UK antiques dealers.

Watchfinder

www.watchfinder.co.uk
Buying and selling site for quality watches.

Luxury Lifestyle

www.luxurylifestyle.com
Magazine and website with news, information and contacts for upmarket products.

Toffs World

www.toffsworld.com
Describes itself as the finest luxury portal in the world!

Businesses

There is no reason why the only things you handle need to be physical products. You can handle anything that people want to buy, and people want to sell, that is of sufficient value for you to be able to make money from.

One such thing you can sell is businesses. Think about it: Any kind of going concern from a small shop or quiet restaurant or hotel, to an entire factory or a national retail chain can be sold on a commission agency basis.

Businesses make good things for an agent to handle because it is not always easy for a business to sell their business themselves. They can't, in most cases, just put a card in their local shop window. They need someone who can go out and positively promote the business and look for a buyer.

In normal times you would mainly handle good quality, profitable businesses. However, at the moment, when many businesses are failing, there is also a trade in bankrupt or failing businesses where the good part of the business is sold off to pay the creditors. It doesn't really matter that the business is failing or loss-making. You can still make a good commission if you can locate a buyer.

Imagine if you had been able to find a buyer for good old Woolworths, or MFI. Sure, those companies might not have sold for much in the current climate. But more likely than not there would have been a few hundred thousand pounds in the deal for someone who could.

Think of handling business sales as a low risk, high return enterprise. If you don't find a buyer you won't lose anything much. If you do, the returns could be considerable.

So let us look at the pros and cons of these opportunities: The advantages are that it can be difficult for businesses to sell themselves, so ideal for agents. There can be possible large commissions. This is also a desk based business, no travel or logistic problems. The disadvantages are that there is a limited market for many kinds of business. It can also be difficult to value businesses, especially in a recession.

To find sellers look for unsold businesses advertised in newspapers. Contact business transfer agents. Offer to work for them for a portion of their fee. Also contact administrators and liquidators, and offer to introduce buyers for the insolvent businesses they are working with.

To find buyers advertise in trade magazines. Target investors, who may be interested in buying going concerns as an investment. Another good route is to contact companies who operate similar businesses and ask if they are interested in buying, taking over or merging with the business in question.

Here are some useful pointers when working with businesses:

- Get a clear idea of the financial position of any business you sell. Obtain latest accounts and ask for a contact for their accountants.
- Take expert advice on a suitable asking price. Be prepared to negotiate to find a final sale price.
- Target your market carefully. There's no point offering a sweet shop to an industrial conglomerate.

- Consider selling off the business in parts to raise the best price – or asset stripping. This is often more effective for failing business.
- Legally shares in a private limited company may not be advertised or offered for sale. You can only sell the business.
- Bankrupt businesses may be sold for a nominal sum, such as £1. In these cases base your commission on the true value of the business – not the actual amount it sells for. Or negotiate a flat fee.

Useful Contacts

Business Sale Report

www.business-sale.com

Website for businesses for sale.

Businesses For Sale

www.businessesforsale.com

Worldwide business sales website.

Business Sales Online

www.businesssalesonline.com

Buying and selling marketplace.

Businesses For Sale Online

www.businessesforsaleonline.com

Buying and selling marketplace.

Escape Artist

www.escapeartist.com

Magazine for the international community, with info. and ads. for businesses internationally.

World Business For Sale

buy-a-business.worldbusinessforsale.com

Businesses for sale worldwide and business transfer agents.

Business Broker

www.businessbroker.net

Connecting business buyers and sellers.

National Association of Estate Agents

www.naea.co.uk

Contacts for business transfer agents, also estate agents.

RTA

www.rtabusinessesforsale.com

Leading business transfer agency.

Rightbiz

www.rightbiz.co.uk

Search for businesses, retail premises and commercial properties for sale by owners, business transfer agents, commercial agents and chartered surveyors.

Avondale

www.sell.avondale-group.co.uk

UK-wide, leading experts in the sale, merger and acquisition of commercial businesses.

Stock Lots

Stock lots offer something for every type of commission agent, small or large. You can deal in products that suit you best, and either deal in small projects or big projects depending on your experience and commission requirements.

First of all what are stock lots? As the name suggests stock lots are a wholesale job lot or bulk lot of products which are all bought, sold and traded together rather than individually. They are almost always small manufactured consumer goods.

Products often traded as stock lots include mobile phones, computers, TV's, clothing, household appliances, electronics, component parts and so on. Traders all over the world deal in these stock lots, moving them from place to place depending on where they can buy cheap and sell dear. A stock lot might include anything from ten to a thousand or more items, ranging in value from a few hundred pounds to several million.

The stock lots trade is very much a global business and perfectly suited to commission agency. You just find stock lots that are available cheaply in one place, and then find somewhere else where they will sell for a lot more. International supply and demand and global currency fluctuations are also what makes this business go round.

The advantages of stock lots are that they offer a very small start, allowing you to build your experience. There are lots of suppliers, lots of demand for most products. You can make high commissions from relatively small trades.

On the downside, import/export laws, Customs and other legislation can complicate the process. Currency fluctuations can add to your profit, but can also reduce it. There can also be heavy competition in this business from established commission agents.

To find sellers approach product manufacturers in the first instance. Also approach import/export and other commission agents. Offer to find a buyer for a portion of their commission.

To find buyers approach relevant importers, distributors and retailers (such as chains and department stores) for the product. Advertise in trade magazines. There are also many websites where you can buy, sell and auction buy/sell stock lots.

Here are some tips that especially relate to stock lots:

- Watch out for obsolete stock, ie. products that have been replaced by newer models. You can still trade in it but the value will be less.
- Watch out for damaged or salvaged stock. You can still trade in it but the value will be less.
- Consider splitting up large stock lots into smaller stock lots. They can be easier to find buyers for, and have higher commission levels.
- Beware of stock scams, especially when buying and selling abroad, ie. stock lots that do not actually exist. Advise buyers to pay by letter of credit so that payment is only made when the goods actually materialise.

Useful Contacts

EC21

www.ec21.com

Buyers can locate and contact suppliers, and can post offers to buy. Sellers can easily create their own homepage to showcase products online, locate and contact global buyers, and post trade offers to sell.

Alibaba

www.alibaba.com

Claims to be the largest B2B marketplace in the world. More than 500,000 people visit the site every day, most of them global buyers and importers looking to find and trade with sellers in China and other major manufacturing countries.

GSM Exchange

www.gsmexchange.com

An international trading platform with over 23,000 members, including phone distributors, accessory traders, mobile network operators and handset manufacturers.

Bulk GSM

www.bulkgsm.com is another

Live, web based trading platform for the mobile phone industry.

Infobank (The Great Indian Bazaar)

www.infobanc.com

Global stock trading site.

4 Everyware

www.4everyware.nl

International buyers and sellers of stocklots.

Stock Lot Trading

www.stocklottrading.com

Promotes itself as the place where European stock traders come together.

Trade Key

www.tradekey.com

International trading site for buy –sell offers.

Hot Buyer Markets To Tap Into

One of the great things about this opportunity is that it is truly international. You can buy and sell things on commission from virtually every country in the world. Indeed you should, because you will find the items that are available for one price in one country will sell for a lot more in another. Sometimes, there is also an opportunity to make money from fluctuating exchange rates by operating internationally too.

However, when looking for buyers you should focus on countries where there is most money to spend. That makes sense doesn't it?

There are three countries that, at the moment, are awash with money to spend – particularly on luxury goods. These are, in no particular order, Russia, India and China. Russia India and China make up (with Brazil) what are known as the BRIC nations (Brazil, Russia, India, China). They have booming economies and many economists predict that they will be the wealthiest countries in the next decade.

In this section we will provide you with some basic information on working with buyers in Russia, India and China.

Russia

Russia has come a very long way since it first emerged as a free market economy in the 1990's. In many ways it is still very underdeveloped, if increasingly affluent.

Bear in mind, however, that the Russian market is no longer as naive as it was in the 1990's. When the market opened, Russians started to buy their first pairs of trainers, jeans etc. Given that the market had very little experience with consumerism, and that there was still little choice, it was relatively easy to sell products of average quality at high prices. That is not the case today when consumers are more discerning.

So, what types of product are most in demand in Russia?

The short answer is everything. Very little that wealthy Russians want to buy is produced in Russia, and there are waiting lists for many upmarket products. The Russian market for home appliances, consumer electronics, household goods, fashion, cars and car accessories, foodstuffs, boats, aircraft etc. shows massive growth during the few years. In the late 1990's the luxury goods market began to develop fast, with the result that almost every kind of luxury product available in the 'west' is now known and sought after in Russia.

Wealthy Russians are now very enthusiastic buyers of overseas property, both for residential use and for investment.

The idea that Russia is poor is one of the major misconceptions about the Russian market. Billions of dollars are earned from oil and gas reserves each year. However, there is a great difference in affluence, with wealth concentrated in the hands of

relatively few people. Also, wealthy buyers tend to be concentrated in Moscow, St. Petersburg and some other major cities.

Smaller agents who cannot realistically operate nationwide are probably well-advised to consider a local strategy– focus on one region and then use that as a jumping off place for a nationwide strategy.

Moscow and St. Petersburg are the obvious choices for projects in Russia. But an increasing number of companies, especially those from Asia-Pacific and the US west coast, are starting with the Russian Far East.

The importance of brand names and image in the Russian market: Several Western companies have developed very strong brand name recognition in Russia and brands are very important to Russian consumers. For example, brands like Samsung, Sony, Volkswagen, Audi and other companies all have good brand name awareness now and would probably attribute their initial success to their name. In other items, from computers to luxury goods, brand name advertising and promotion is becoming increasingly common.

What are the main issues surrounding selling into Russia? In addition to the issues of payment/delivery terms (see later) the main issues are distribution. Service, support, distribution and advertising are very relevant in Russia. If you're selling consumer goods, vehicles, aircraft, boats etc. check that suitable facilities are available to the end buyer. If not, buyers may not be so keen on your offer.

Russia's distribution system is still fairly underdeveloped. This is partly a result of infrastructure problems (poor transportation links in some cases), cost (high transportation costs), lack of local/regional wholesalers etc. The situation is certainly improving.

A word on payment terms and banking: Although the banking system in Russia has been improving during the last few years, it is probably very hard to get a Russian letter of credit accepted by an international bank at the moment. Companies that refuse to give credit or at least offer cash on delivery operate at a great disadvantage compared to those companies who are willing and able to operate in this way. This involves extra risk which needs to be added into the equation.

Although often cash rich, leasing is also an increasingly attractive option to Russian buyers.

Taxes and duties may be payable for imports into Russia. Also export licences from the UK may be needed for some products. Be sure to take advice from an embassy or relevant trade body. In the UK, you must declare all exports to HM Revenue & Customs (HMRC).

China

China is one of the largest markets in the world and offers enormous possibilities for UK entrepreneurs looking for a wealthy market.

China has a population of 1.3 billion people and an economy that is growing quickly. Many UK businesses are already successfully selling into China, and thriving sectors of the Chinese economy are matched to the UK's exporting strengths. Key areas for export include luxury cars, jewellery, clothing, electronics and consumer goods. Wealthy Chinese are also active in international property markets, although mainly in South East Asian countries.

It is becoming easier for foreigners to do business in China. Many regions are now encouraging foreign investment through tax incentives and previous legal restrictions to trading in China are being removed.

The Chinese government is also spending heavily on infrastructure projects, making it an attractive market for the UK's engineering and manufacturing businesses. Hi-tech manufacturing, electrical equipment and communications technology is also much in demand. More generally, opportunities exist for UK agents in virtually every sector.

The growing economy has led to a growing private sector. However, state-supported companies may make competition difficult in some areas, as they get financial support from the government.

China is divided into several provinces and regions including the special administrative region (SAR) of Hong Kong. The market in Hong Kong is essentially a western consumer market, although impacted by language and cultural differences.

Different regions have different social and economic needs – you should assess which areas will appreciate your products and services most. In many parts of inland China, poverty is still very common. The coastal cities and special industrial zones offer greater opportunities, with growing populations and greater personal wealth.

Understanding Chinese customers: In Chinese business etiquette, the concept of 'face' is important. It's very similar to respect – you must show respect to your Chinese associates, and you must earn their respect in turn. It's also important to note that Chinese business people place great emphasis on friendship. It's a good idea to become a trusted friend first and a business colleague second.

Always address business partners formally, using their title and surname. Remember that you will usually be introduced to the most senior person first. Chinese culture places great importance on seniority in business.

Negotiations often move slowly for long periods, and then very quickly. Contracts aren't usually introduced early in negotiations. It's common for Chinese business people to ask for amendments after contracts have been drawn up.

More than one major language is spoken in China. Mandarin is the official language in China, but there are many regional variations. For instance, Cantonese is commonly spoken in Hong Kong. If in any doubt, check before you visit. Most Chinese do not speak English so you may need translations.

Marketing and selling in China: Much of your promotional strategy will depend on how you choose to sell your products and services. There are four ways you can trade in China:

1. Choose an agent or distributor. Appointing a local agent or distributor is the quickest and easiest method for UK businesses.
2. Set up a representative office (or RO) in China. To open an RO, you must apply to the Chinese government.
3. Create a wholly owned foreign company. You will have to apply to the Chinese government for a licence, usually granted for 15 to 30 years. Probably not ideal except for a large agency.
4. Establish a joint venture. These are typically formed after a period of trading with a local partner, with the overseas business opening an RO. However, the success of your joint venture largely depends on finding a partner you can work with. To create a joint venture, you must apply for permission from a number of Chinese government departments.

Whichever you choose, you should always take appropriate legal and professional advice.

Taxes and duties may be payable for imports into China. You or your local representative will have to pay these before the goods will be released by Customs. The level of duty will depend on the type of product. Also export licences from the UK may be needed for some products. Be sure to take advice from an embassy or relevant trade body. In the UK, you must declare all exports to HM Revenue & Customs (HMRC).

You must also check if there are any controls on the import of your type of product into China. You may also need an import licence for some kinds of products. There might be a complete ban on the import of products into China, or they might insist on minimum safety or manufacturing standards.

There are restrictions on the amount of currency you can remove from China.

Communications. The infrastructure in China is still developing. While access to telephones and the Internet is growing it is not always reliable. Be patient and keep trying if you hear nothing – your offer simply may have not been received.

Further help. The China-Britain Business Council (CBBC) is a not-for-profit organisation funded by UK Trade & Investment which promotes business with China. Through its network of UK and Chinese offices, the CBBC provides practical advice to UK exporters on Chinese market entry and development.

You can contact the China-Britain Business Council on Tel. 020 7802 2000 or by e-mail at enquiries@cbbc.org.

India

India is a major, and growing, export market and offers great possibilities for agents looking for buyers for the products they handle.

Trade between Europe and India has increased rapidly in recent years. The UK is India's second largest trading partner after the US, and the Indian market is the UK's biggest export market among developing countries. As India develops, so do the opportunities for your agency.

With a population of over one billion people (which is forecast to exceed China within the next 20 years) and a rapidly developing economy, there are many opportunities to sell to India. While many Indian businesses remain small, there are a number of large, world-class companies. Key sectors include IT, healthcare, pharmaceuticals and support services such as call centres. In the future, continuing trade liberalisation and economic reforms are expected. This should ensure that India remains an attractive market over coming years.

Within India, there are significant local differences in wealth and commercial activity. Agricultural areas tend to be relatively poor. Large, international businesses are concentrated in major cities. These commercial centres are the primary targets for upmarket buyers.

Understanding Indian customers: India is ethnically diverse, with a whole range of different languages and religions. Although Hindi is the official national language, less than half the population speak it. English is the key language for business across the country. Most affluent and business people you deal with are likely to speak good English.

Indian business culture tends to be polite and somewhat formal – for example, exchanging business cards, and using titles and surnames rather than first names. It's normal practice to start meetings with small talk rather than getting straight down to business.

At the same time, India is very culturally diverse, with a whole range of different customs and religions. A good rule of thumb in meetings is to follow your host's lead.

Building relationships: Indian businesses are organised in a similar way to the UK, but decision-making power tends to be concentrated at the top. A personal introduction to a top-level individual can be very helpful. To achieve this you might work through a local agent who already has good local contacts. Pay them a proportion of your commission.

Marketing and selling in India: To succeed in the Indian market, you need to compete with local, national and multinational businesses. As an agent based in the UK your costs are likely to be higher than those of local competitors. You therefore need to clearly demonstrate the value of what you offer – and emphasise quality.

There are several ways to reach customers. Selling directly can suit high value products or services. However, again, you may find it more cost-effective to work with a local agent or distributor. A joint venture with a local partner can be a way of accessing the Indian market particularly in very regulated sectors.

Larger businesses, and increasing numbers of middle-market consumers, have Internet access. E-mail and a website can be powerful communication tools.

You must be prepared to adapt your proposition to suit the Indian market. For example, successful consumer product exports are often innovative, lower-priced versions of the US or European equivalent. Any advertising or other promotion should also be adapted to suit Indian culture. Not all western brands are well established in India, as many consumers consider them to be outside their reach. Check first.

Imports are generally financed using import letters of credit. These are promises from your customer's bank to make payment to you once the goods or services you provide are received and the documentation covering the transaction is properly and correctly presented.

The local currency, the rupee, is not convertible outside of India. Many Indian purchases from overseas are made in US dollars, though your customers may be prepared to deal in sterling. Offering to deal in US dollars may suit your customers, but puts you at risk if the dollar/sterling exchange rate changes.

Taxes, duty and legal considerations for exports to India. In the UK, you must declare all exports to HM Revenue & Customs (HMRC). Most goods can be freely exported to India, though there are restrictions in areas such as goods with potential military use.

Indian taxes and regulations. There are some restrictions on imports – often to protect local businesses in particular sectors. Imports must comply with local regulations. For example, some products must be certified by the Bureau of Indian Standards.

Imports are subject to Indian customs duty. Customs duty can be made up of several elements, and the level of duty depends on the specific product. Typically duty totals up to 25%, though rates can be higher on certain products. In general, it is your customer who will be liable for import duty and any additional taxes.

The UK India Business Council (UKIBC) provides a networking facility for UK businesses with an interest in trading with India. Tel. 020 7592 3040. Website: www.ukibc.com

Note: *Although expanding countries like Russia, China and India are ideal countries to sell products to, there is no reason why you cannot find SELLERS there who want you to sell their items for them as well. If you can buy from sellers as well as sell to them it can be a very good way of helping get the deal done.*

Summary

You now know everything you need to know to start and build a very successful commission agency operation of your own – in what we are sure you will now agree is one of the most exciting and most lucrative ‘industries’ ever.

1. You know which are the best product areas to operate in, including the main categories and how to find product areas of your own.
2. You know how to find sellers, and how to approach them to offer your service.
3. You know how to set up a proper, legally binding commission sales arrangement with sellers.
4. You know how and where to find buyers for the goods you handle, and how to broker a deal.
5. You have inside information on some of the most popular and lucrative product areas, such as cars, property, jewellery and aircraft.
6. You have inside information on finding buyers in some of the new, emerging wealthy parts of the world.

Now, there really is nothing else to stop you succeeding apart, of course, from not getting started! And there really isn't any excuse for not getting started in commission agency.

- Commission agency offers a quick, easy start up – part time, from home.
- Commission agency doesn't need any capital.
- You don't need any stock, equipment or staff.
- You can run everything yourself – right there from your own desk.
- There's no hard selling.
- It's a growing business, with a massive future!
- The potential commissions can amount to many thousands of pounds, even for a 'small' deal.

And remember, one of the greatest things about commission agency is that it is not some untested, pie-in-the-sky idea. It is tried, tested and proven. Every day established entrepreneurs and companies worldwide are successfully sourcing buyers and sellers and bringing them together for a cut of the profits.

In many ways, it's almost criminal (but not criminal in the same way as international arms dealing). You are not making anything. Or really selling anything as such. Or doing any hard work at all. You are just smoothing the deals along. And making a very good profit from doing it. Why, the amount of money you can make doesn't even relate to the amount of work you are doing. How fantastic is that?

In this manual we have provided you with all the essential information you need to succeed in a commission agency business of your own. Now it's your turn to get started in commission agency too!

Best Wishes,

David Wallace.

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