



Southwest BTS Ohio Office:

Norm C. Moon

Business Intermediary

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Summary:

I value relationships. Whether I'm discussing the nuances of running a business with a client, managing pickle ball players, scorekeepers and vendors in an annual tournament, or helping my wife get her classroom ready for high school students coming to her in the fall, I enjoy helping others. I have spent much of my adult life helping clients understand and obtain their insurance needs, and recently joined Business Transfer Specialists as a Business Broker. Our business is managed and run by entrepreneurs. Who better to understand the intricacies so critical to any business sale or purchase? Our experience, understanding, knowledge and real-world views help make your experience with Business Transfer Specialists outstanding in every way.

I am a native of Southwest Ohio and have lived and worked in the region for the past 15 years. I spent over 25 years working in high-level executive sales and marketing positions with some of the top insurance companies in the United States. I also owned and operated a successful insurance-related business for years and have the necessary skills so critical to assist other business owners through the process of acquiring or selling a business. I will listen to you and answer your questions. I will educate you on the process. I'll, also, be a part of the community. I live here. My wife and I attend local, high school ballgames and partake of local sandwich and ice cream shops. I'm your broker, but I'm also a part of the community we share. I work to be a positive part of that community

Experience:

Business Intermediary

Business Transfer Specialists

Business Transfer Specialists, LLC (BTS) is a locally owned and operated Ohio based company offering business intermediary services to buyers and sellers. The corporate office covers counties all around Central Ohio. I am strategically located in Middletown, OH, and work with business owners from Butler, Warren, Preble, Clinton, southern Montgomery and northern Hamilton counties in Ohio. I am a member of the Ohio Business Brokers Association (OBBA), a professional association made up of leading business brokerage companies and agents throughout the state. I am also a member of the Springboro Chamber of Commerce. The team at Business Transfer Specialists will review, prepare, present, negotiate, finalize and facilitate the transition of business ownership. We specialize in:

- Valuing and pricing a business for sale
- Packaging and marketing a business for sale
- Transaction construction and closing the sale

Sales & Marketing

Norman C Moon & Associates

With my many contacts and relationships throughout Southwestern Ohio, I started an athletic & corporate apparel company. I started this company from scratch representing several apparel lines and working school systems and businesses in the area who were searching for a local company that could deliver excellent customer service. Through my contacts in the business, I was able to provide both to my customers.

Dental Marketing and Administration

I was a stockholder and partner in a dental marketing and administration firm and served as the company's Vice President of Marketing. My partners & I were successful in structuring the purchase of an ongoing, very profitable company whose owner wanted to sell the business and retire. When we bought the business, it was operating in only one state with one viable product. In less than two years of aggressive marketing, we were operating in 13 states and offering four products. I marketed to a distribution system of group life and health agents, many of whom had never heard of our products or our company.

Insurance Sales

I traveled extensively with several insurance companies for nearly twenty years. Some of those companies include Shenandoah Life, Lafayette Life, ITT London Life, and National Underwriting Services, among others.

Education:

Ball State University, Bachelor of Science in Education

Activities and Societies:

Ball State football

Ball State Athletic Hall of Fame