



UNBROKER



The \$5T Wave is Here

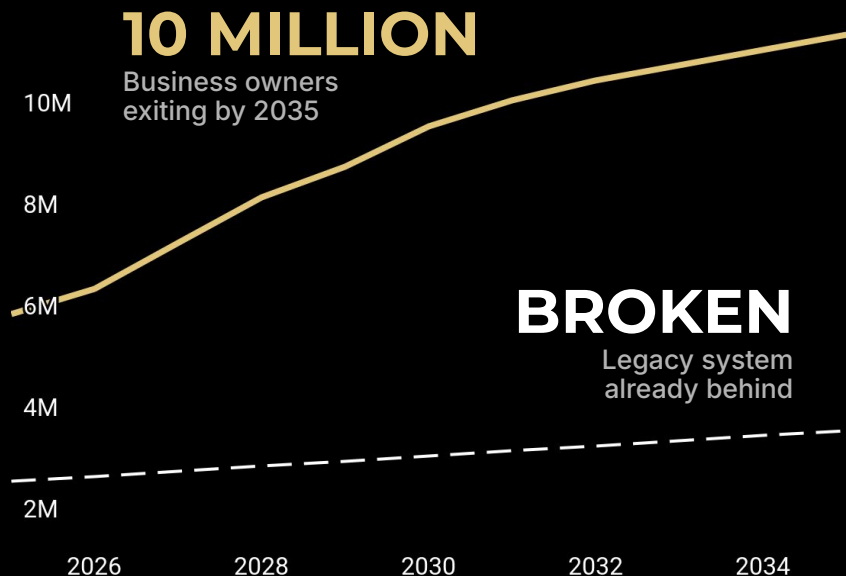
Join Unbroker



UNBROKER

About Unbroker

Historical \$5T Transfer of Wealth has Begun



"Ownership transfer systems are fragmented and underdeveloped for this unprecedented moment"

McKinsey, 2026

98% of owners don't know business value. 87% unprepared to exit.



The Opportunity of A Generation



10K boomers
retire **daily**



Record
corporate-exodus
buyers



SMBs want
modern **service**



America's Owners are in a Silent Crisis

98%
don't know value

75%
never transition

A photograph of two men in a warehouse. The man on the right is holding a tablet and looking at it, while the man on the left looks on. They are standing in front of tall shelves filled with cardboard boxes. The lighting is dim, with some overhead lights visible.

**Unbroker is
The Smarter
Way**

The System of Action for Business Transactions

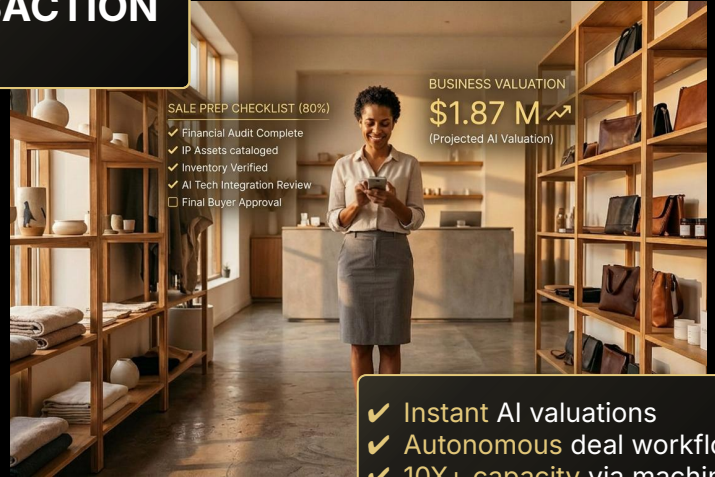
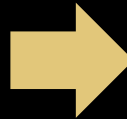
Turning fragmented, manual deals into autonomous workflows.

LEGACY MANUAL BROKERAGES



- ✗ Subjective valuations
- ✗ Weeks of back-and-forth
- ✗ Limited broker capacity
- ✗ High failure rates

UNBROKER TRANSACTION LAYER



- SALE PREP CHECKLIST (80%)
- ✓ Financial Audit Complete
 - ✓ IP Assets cataloged
 - ✓ Inventory Verified
 - ✓ AI Tech Integration Review
 - Final Buyer Approval

BUSINESS VALUATION
\$1.87 M ↗
(Projected AI Valuation)

- ✓ Instant AI valuations
- ✓ Autonomous deal workflows
- ✓ 10X+ capacity via machines
- ✓ 98% satisfaction to date

The shift to machine-driven SMB M&A starts here.

Introducing Unbroker



Instant AI Valuations

Get answers in 60 seconds



Modern Exit Platform

One stop for transitions



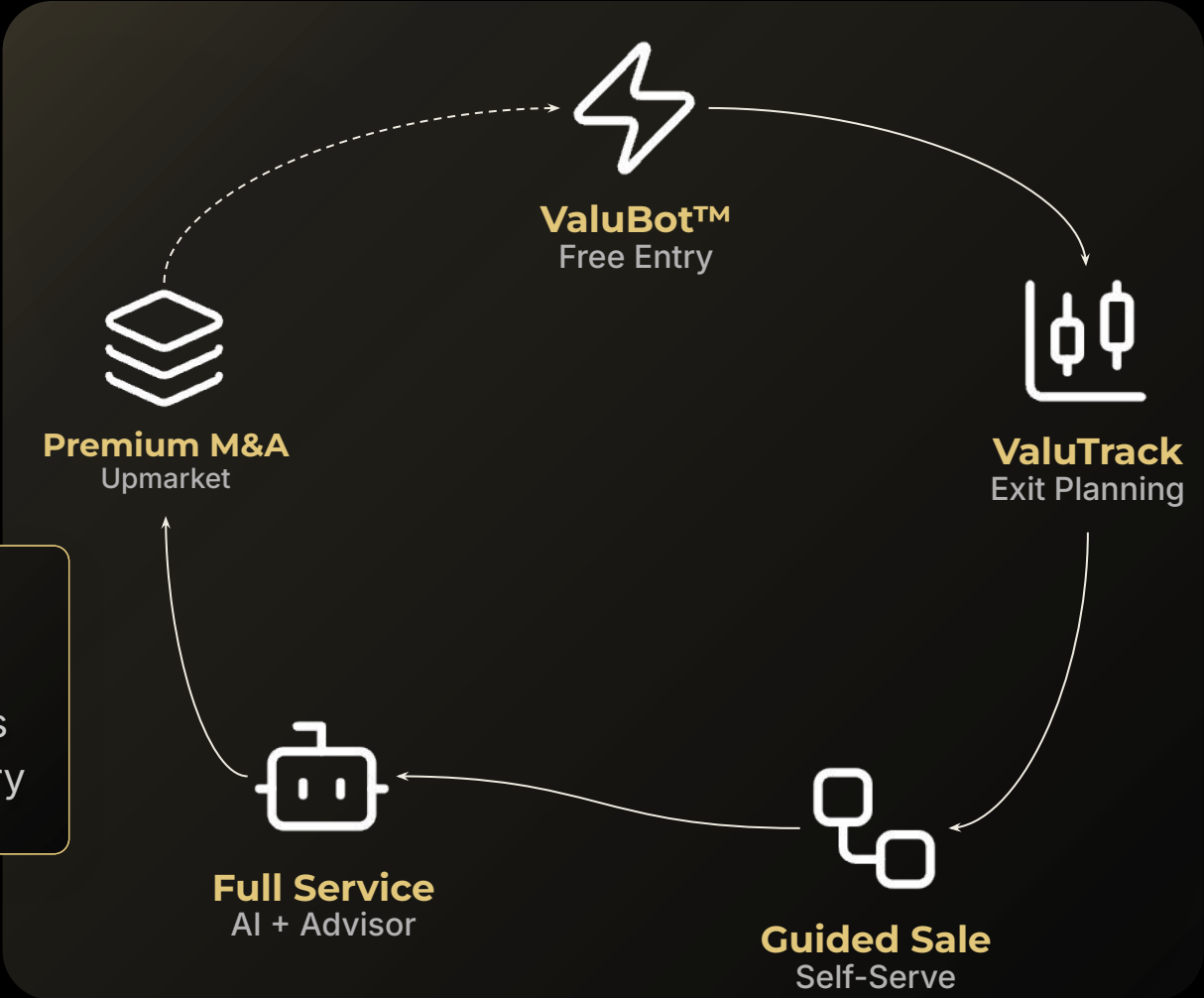
National Exit Advisors

Experts + AI improve outcomes

The Smarter Way

Modern Engine for SMB M&A

Compounding, recurring revenue
orchestration replaces a one-time fee industry



Proof of System-Level Process Automation

Based on real data from 12 months of deployment.

74%

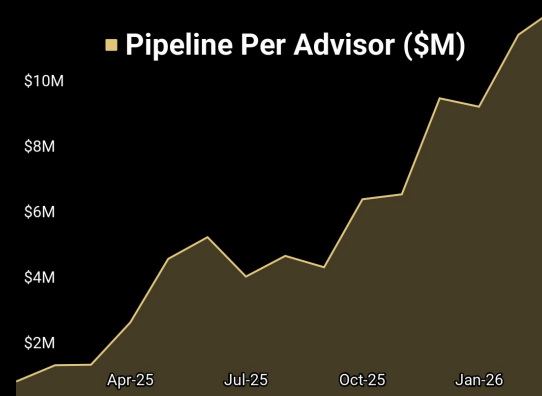
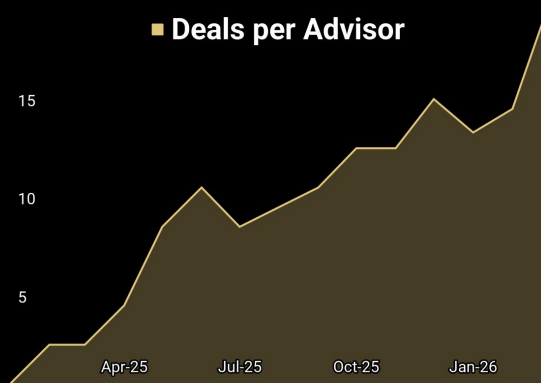
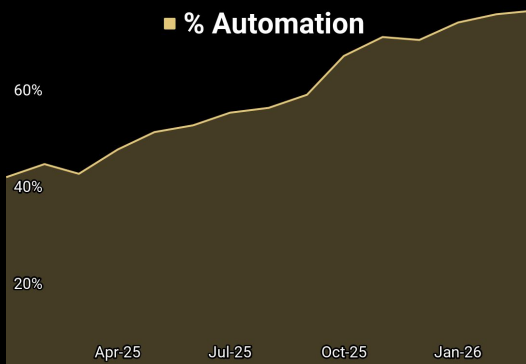
Workflow Automation
reducing manual tasks

3-4x

More Deals per Advisor
volume ↑, effort ↓

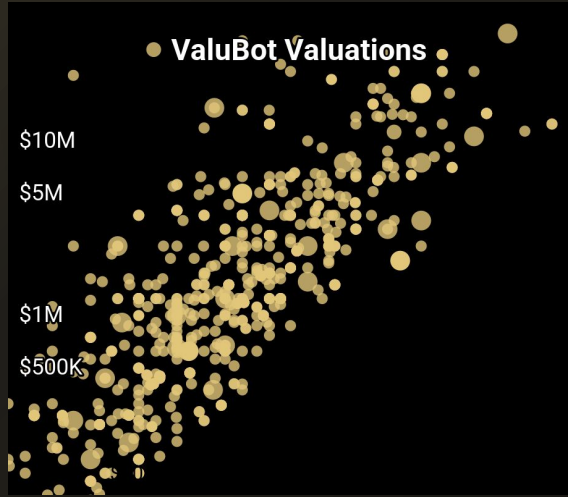
\$12M

Ave Fee Pipeline
Increasing dollar velocity

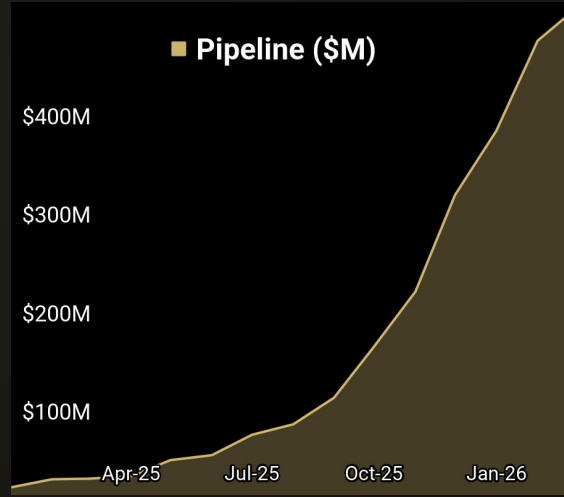


More automation. More throughput. More revenue.

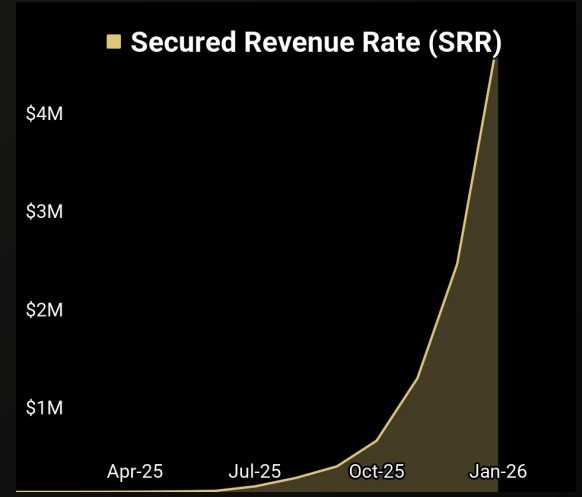
\$3.4B in AI Valuations
In 6 Months



\$492M pipeline
With \$75M on market

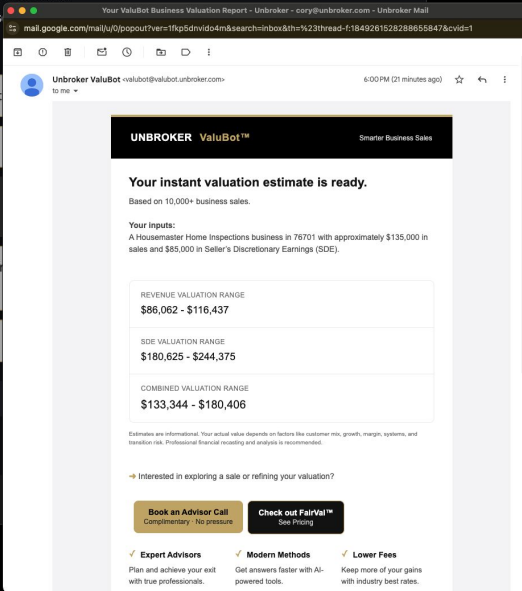
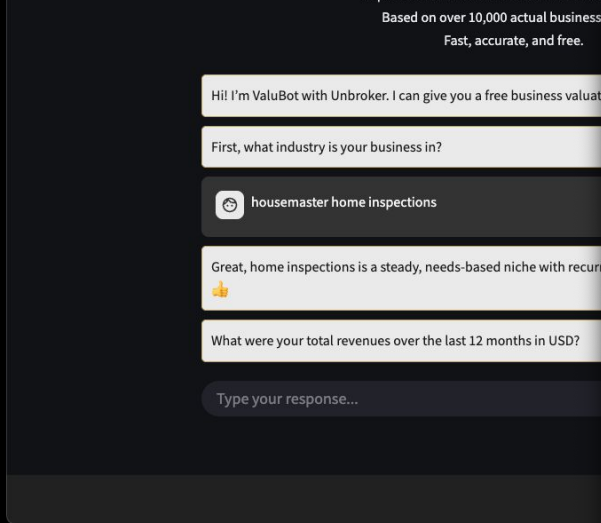
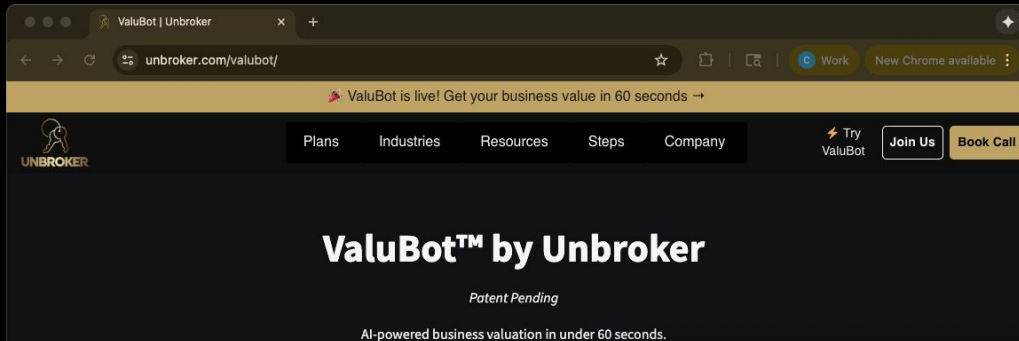


\$4.5M SRR
100+% CMGR



**Traction &
Momentum**

Our new model for business transactions is working.

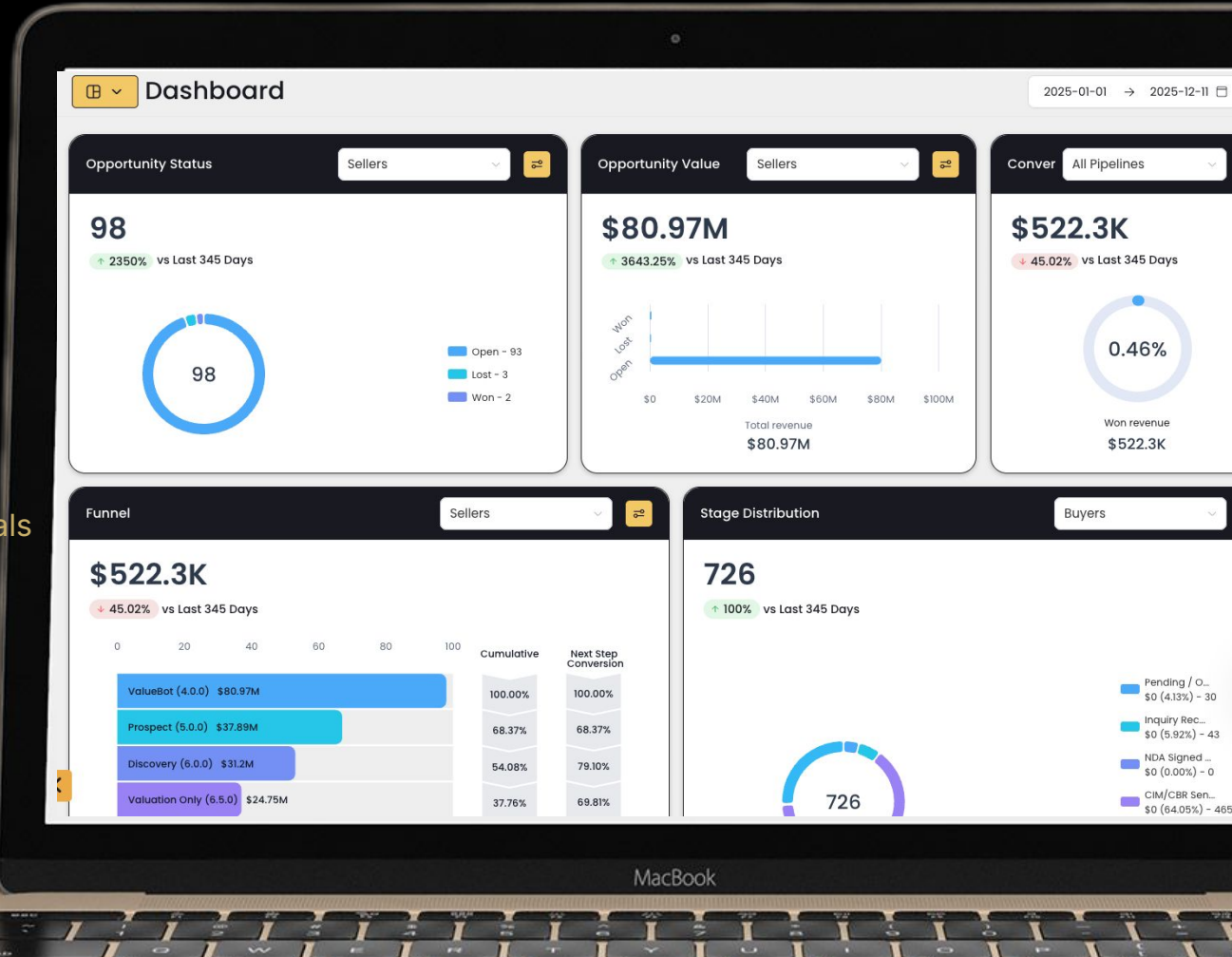


ValuBot AI: World's First Conversational Valuator

60-second valuation
Patent-pending model
Based on 10K+ real transactions
Perfect for starting conversations

The Modern Exit Platform

Your Full M&A operating system
Tailored workflows accelerate deals
Templates, tools, and reports
Buyer & seller automations
Spend more time closing



Unbrokerer Praise

**“Unbroker is an
incredible solution to a
common problem”**

Sara Morin-Payne, EA
Owner
NH Tax & Bookkeeping



Financial Services



Ecommerce

**“Unbroker made sense,
even when I had a buyer”**

Troy Sharma
Owner
Playringo.com

**“So much more
than your typical
broker”**

Sandra Heaney

Owner

Henry Whipple House



Hospitality



Franchise Restaurant

**“Tried selling
alone - then
Unbroker sold it
for more ”**

Bill & Dawn Croteau
Owners
Bruster's Real Ice Cream

**“I’m proud of what
Unbroker offers our
nation’s entrepreneurs”**

Governor Kelly Ayotte
small business event



Uniquely Credible. Strategic Partners.



P. Cory Hogan
Co-Founder & CEO

Former: Oracle, Qualtrics, Lob (YC)
3 Exits across PE, VC & SMB
Harvard



Max Hogan
Co-Founder & CTO

Former: USAF Intelligence Engineer
Capital One: "Best Financial Hack"
National Merit Scholar

New Strategic Partners
+13.5K Embedded Distribution Points

NAEA **8K Tax Preparers**
\$265M+ Opportunity



5.5K Franchisees
\$61M+ Opportunity

RESERV
HEATING & AIR CONDITIONING

FIVE STAR
PAINTING



HouseMaster
Home Inspections

GLASS DOCTOR

the Grounds Guys

CW Countrywide
GROUNDS MAINTENANCE

LawnPride

Mr. [Lightning Bolt]

Exclusive distribution with 32 brands in 6 countries.

Full Service Sale Pricing



Our Lowest Fee

- 6% Success Fee at Closing
- \$495 Upfront, credited at Closing
- \$300/mo marketing plan



Our Simplest Fee

- Success Fees starts at 8%
- No upfront or monthly fees
- Subject to approval

Join Unbroker and **set your own fees** with the Premium service!

Becoming an Exit Advisor

A photograph of four people (two women and two men) standing on a rooftop or balcony at sunset. They are all smiling and laughing, looking towards each other. The background shows a cityscape with buildings and trees under a warm, golden light. The text is overlaid on the bottom left of the image.

**Evolving from
Business Brokers to
Exit Advisors**

The roles of a modern Exit Advisor



Represent Sellers

- Build relationships
- Review financials
- Prepare listings



Assist Buyers

- Qualify interest
- Assist with financing
- Complete acquisitions



Value & Sell Businesses

- Provide exit planning
- Perform valuations
- Sell Businesses

Key attributes of a modern Exit Advisor



Curious

Driven

Resilient

Humble

Full Service Sale Includes 21 Steps

1. Initial Consultation
2. Process Outline
3. Unbroker Agreement
4. Financials Collection
5. Business Valuation
6. Seller Interview
7. Virtual Tour
8. Business Teaser
9. Detailed Prospectus
10. Marketplace Listings
11. Sale Updates
12. Unbroker <> Buyer Calls
13. Seller <> Buyer Mtgs
14. FAQ Generation
15. Offer Presentation
16. Offer Negotiation
17. Due Diligence
18. Financing Support
19. Escrow Closing
20. Business Access
21. Training Support

Unbroker Training

Unbroker University

Master every step as an Exit Advisor Training for new + seasoned pros
Train on your schedule, anywhere
Real-world examples and stories
Scripts, playbooks, and tips
Learn faster. Closer smarter.

Search courses, categories and lessons

Exit Advisor Certification Course / Categories / Chapter IV: Onboarding a Full-Service Client / Initial Onboarding Steps in Deal Studio

The screenshot displays the Unbroker Deal Studio interface. On the left, there's a sidebar with navigation options like 'Dashboard', 'Contacts', 'Companies', 'Opportunities', 'Insights', and 'Reports'. The main area shows a contact record for 'Jim Flowers' with fields for 'First Name', 'Last Name', 'Email', 'Phone', and 'Date of Birth'. A video player is overlaid on the right side of the contact record, showing a man speaking. The video player has a progress bar at the bottom indicating 01:43 / 02:48.

ABOUT THIS LESSON

The client onboarding steps initial steps: updating the related opportunity and contact with all available information, ensuring fields like first name, last name, email, phone, and business name are present

Mark As Complete

Chapter IV: Onboarding a Full-Service Client 14 Lessons



5 Initial Onboarding Steps in Deal Studio



6 Assessment #3



7 Deal Studio Communications and Tracking



8 Assessment #4

Next Category

Instructor



Cory Hogan
CEO

MacBook



Mentoring

Mentoring: Your Competitive Advantage

Every new advisor gets a mentor

One-on-one support for deals

Become a mentor to augment your earnings

Increase your confidence and your commissions

Power Hour: Weekly Advisor Workshop

Stay sharp and on top of your game
Break down real deals, calls, issues
Hear from Unbroker and outside guests
Ask questions and interact with the team
Accelerate your results and earn more

Exit Advisor Power Hour - 2025/12/04 11:57 EST - Recording

HOW TO SET UP A ROBS

C Corp

New 401(k)
Retirement Plan

guidant
FINANCIAL

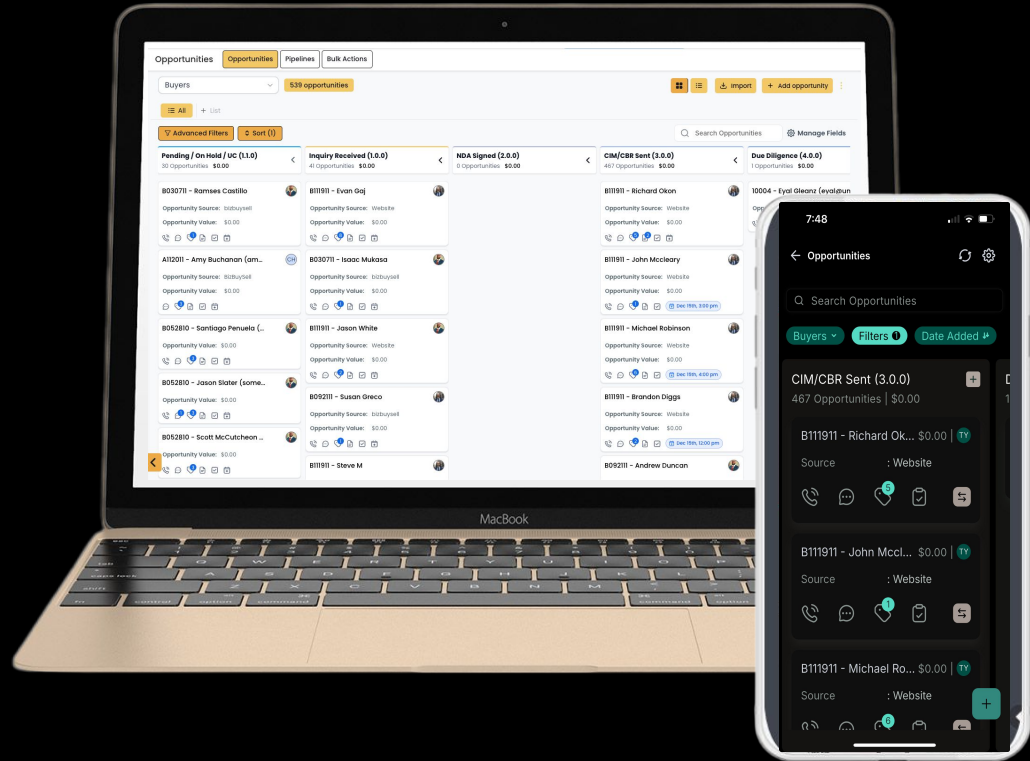
17:02 / 54:25

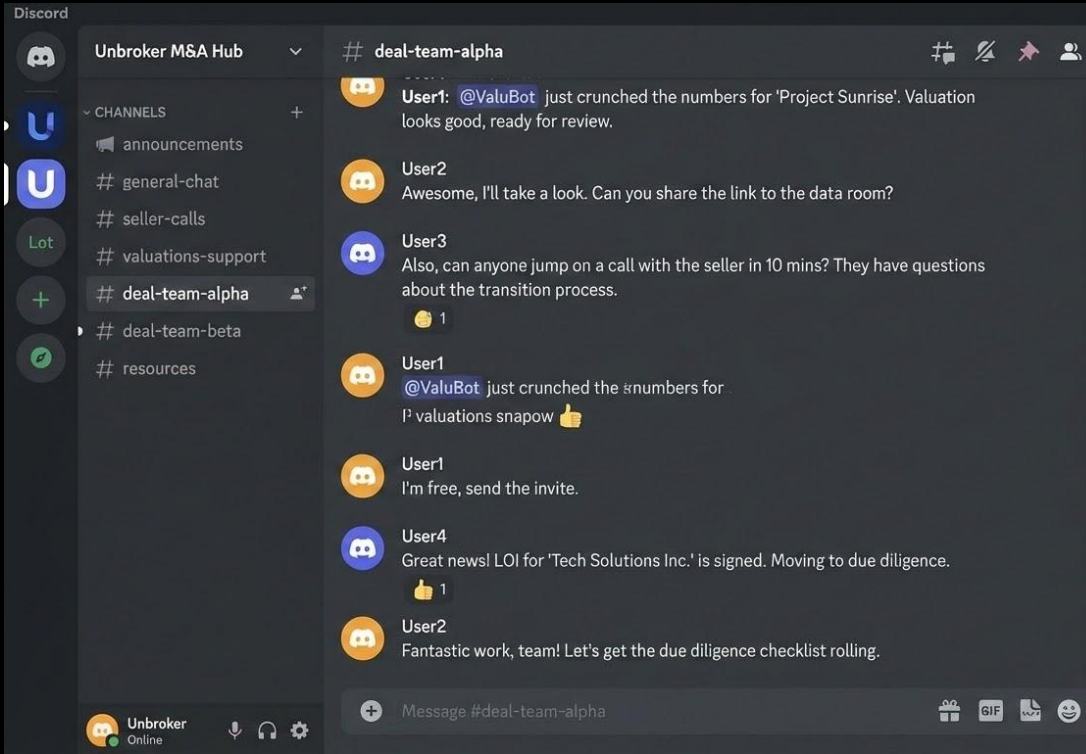
Paul Cook

Unbroker Tools

Unbroker x Deal Studio

Organized everything in one place
Contacts, opportunities, tasks
Sync with your personal calendars
Keep moving with mobile app
Use templates and snippets for speed
Your modern deal manager





Unbroker x Discord

Real time team messaging nationwide
Quick help on seller calls, valuations, tools
Dedicated channels for your deal team
Move fast with a full team in your pocket

Unbroker x Google Apps

Use world's most-popular workspace
Integrated email, calendar, video in one place
Stay aligned with shared files
Automate sharing with modern deal rooms
Simple, reliable tools trusted by millions

Google Workspace





Unbroker Proshop

Order branded materials anytime
Get business cards, apparel, and advisor kits
Send branded gifts to clients, stay top of mind
Design your own, get it delivered to your door
Look the part while getting the word out.

Unbroker Earnings

Unlimited Earning Potential

// Your effort, skill and discipline determine your income

- More ways than anywhere to earn commissions
 - a. Business Sales
 - b. Valuations
 - c. Exit Planning
 - d. Mentoring
 - e. More
- Keep 80-90% of the fees when you originate the client yourself
- Earn 50-60% on Unbroker-generated leads and agreements
- Build a consistent and scalable business

Generous Tiers Reward Your Growth

// Your splits increases as your annual fees increase

Annual Fees Generated	You Keep (Agent-Generated Lead)	You Keep (Unbroker-Generated Lead)
Up to \$250,000	80%	50%
\$250,000 – \$500,000	85%	55%
\$500,000 – \$1,000,000	88%	58%
Over \$1,000,000	90%	60%

Multiple Revenue Streams

// What counts towards your listings?

- Business sale commissions
- Valuation fees
- Exit planning and consulting fees
- Referral fees
- Real estate commissions (must be licensed)

Everything you generate through Unbroker counts towards your tier.



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Start Strong with Mentors

// Why does every new advisor get a mentor?

- You begin real deals with a mentor at your side
- Mentors take the first calls to model full client experience
- Advisors join on the calls as early as possible
- Gain confidence with our process, tools, and methods
- Accelerate your skill-building and learn curve

Mentorship is the fastest path to income maximization.

Pay Your Mentor a Low, Simple Fee

// A fair system that supports advisor growth and mentor time

- Mentors earn 10% of your commission split for mentored deals
- Valuations and onboarding fees have different splits:
 - a. FairVal: \$750 (Unbroker-generated)
 - i. \$200 → Mentor, \$200 → Advisor, \$350 → HQ
 - b. Full Service Onboarding Fee: \$500 (Unbroker-generated)
 - i. \$125 → Mentor, \$125 → Advisor, \$250 → HQ
 - ii. At closing, your \$125 is credited against commissions when we credit back the seller the onboarding fee.

Mentors only earn when you do - fully aligning your incentives.

Why Become a Mentor?

// Earn more while building the next generation of advisors

- Receive a share of every successful deal you mentor
- 10% of your mentee's commission split on every mentored closing
- Valuations and onboarding fees have different splits:
 - a. FairVal: \$750 (Unbroker-generated)
 - i. \$200 → Mentor, \$200 → Advisor, \$350 → HQ
 - b. Full Service Onboarding Fee: \$500 (Unbroker-generated)
 - i. \$125 → Mentor, \$125 → Advisor, \$250 → HQ
 - ii. At closing, your \$125 is credited against commissions when we credit back the seller the onboarding fee.

Mentoring is leadership that scales your income and impact.

Your Path to Higher Income

// A clear, performance-driven roadmap for your future

1. Start Strong: Learn the fundamentals with training programs
2. Get Connected: Build confidence with mentor-led deal flow
3. Build Momentum: Generate client conversations using provided tools
4. Win Early: Get a quick win with your first valuation or listing
5. Climb Tiers: Watch your earnings grow with accelerated rates
6. Teach Advisors: Mentor others and expand your production

Your growth fuels your earnings power.



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Sample Earnings: Growing Advisor

// High performing advisors appreciate significant earnings

- 3-5 deals closed per year
- Mix of self-generated and Unbroker leads
- Advisor commission per deal: \$20,000 - \$40,000+
- Estimated annual earnings: \$80,000 - \$240,000+
- (Plus valuations, exit planning, other)

This is to give you an idea. Actual earnings will vary.

Sample Earnings: Performing Advisor

// Time invested begins to pay generously

- 6-10 deals closed per year
- Higher average sale price + tier progressions (up to 90% split)
- Advisor commission per deal: \$24,000 - \$60,000+
- Estimated annual earnings: \$240,000 - \$600,000+
- (Plus valuations, exit planning, other)

This is to give you an idea. Actual earnings will vary.



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Sample Earnings: Strategic Leader

// Work largest deals while mentoring others

- 6-10+ large deals closed per year
- Higher average sale price + tier progressions (up to 90% split)
- Advisor commission per deal: \$50,000 - \$120,000+
- Estimated annual earnings: \$300,000 - \$1,000,000+
- (Plus mentoring, valuations, exit planning, other)

This is to give you an idea. Actual earnings will vary.

Compensation Calculator

// See your earning potential in real time as New Advisor or Existing Broker

I am a:

New Advisor Existing Broker

New Advisor: Earn faster with Unbroker

Higher splits, proven mentors, on-demand training, and modern tools ensure you earn sooner.

Time commitment Part-time Full-time

Pace (closings) Fast Start (4 PT / 8 FT)

Average sale price \$1,000,000

Commission rate 6%

Your Unbroker split 75%

Estimated Year 1 Take-Home
\$360,000
 ≈ \$30,000/month

Wins in Year 1
8

Estimates use your inputs. Actual results vary. This is not a guarantee.

Existing Broker: Make more with Unbroker

Back-office savings, productivity gains, extra Unbroker leads, and new revenue streams increase your own SDE.

Your Current State

Current closings / year 8

Average sale price \$1,000,000

Current commission rate 10%

Your current split 50%

Your Future State

Your take-home split at Unbroker.

Unbroker commission rate 8%

Your Unbroker split 65%

Back-office savings (per month) \$1,000

Time / productivity gain 25%

Extra Unbroker closings (per year) 4

Other Unbroker income (per month) \$5,000

Unbroker Year 1 Take-Home
\$1,092,000
 ≈ \$91,000/month

Current Commissions
\$400,000

Difference vs Current
\$692,000

Apply Now **0** Next Steps

Try the calculator today at: unbroker.com/join-unbroker

Unbroker Investments



UNBROKER

No territories. No Royalties.

// Leave the franchises and the restrictions behind.

- Operate anywhere - no geographic or industry limits
- Keep more of what you earn - no royalties or big buy-ins
- Work with clients you choose, at the pace you want
- Grow your business nationally without restrictions
- Join a modern team built on performance - no protectionism

Your success isn't capped - by revenue or geography.

You Set Your Own Fees

// Control your rates using the Premium Sale service

- Advisors set their own rates under the Premium Sale service
- Charge more for your specialized experienced
- Create custom solutions and rates for complex sellers or deals
- Continue at your historical rates, or adjust as you go
- Earn additional commissions beyond the Full Service rates

Full Service is 6% success fee. Premium Sale is entirely up to you.

Bring Your Team to Unbroker

// Save money and earn more when you join as a team

- Bring your small or large team to Unbroker, together
- Reduce overhead by using Unbroker tools and technology
- Eliminate wasted time setting up and maintaining systems
- Add more value to yourself and your team with new leads
- Scale your income by migrating and adding to your team

Bring your team to Unbroker and finally get your life back.

Sale Timelines

1. **Preparation:** 30-60 days to clean books, document, gather materials
2. **Marketing:** 30-90 days to test the market and engage serious buyers
3. **Offers:** 30-45 days to negotiate and sign LOI or APA
4. **Diligence:** 30-60 days for verification and financing alignment
5. **Closing:** 30 days for final closing documents and settlement

Total Time: 5-9 months for well organized businesses, longer for complex or unprepared ones. Give yourself a year in this role.



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Ready for Your Future?

Send your resume or LinkedIn profile to
careers@unbroker.com

