



October 1, 2008

Mr. Scott D. Mashuda, Managing Director
River's Edge Alliance Group, LLC
P.O. Box 24553
Pittsburgh, PA 15234

Dear Mr. Mashuda:

Thank you for your excellent presentation, *How to Buy a Business*, at our library on September 25, 2008. Most people who are thinking about getting into business focus on start-ups, which involves choosing a location, obtaining financing, selecting staff, and marketing – all with no guarantee of success. On the other hand, buying an existing business eliminates several of these steps. As you pointed out, the firm is known, and comes complete with a built-in customer base and established relationships with suppliers. If the current owner and key staff are willing to help make the transition, your chances for success are greatly increased.

Your discussion encouraged us to think about what is involved when deciding whether or not to buy an existing business, and choosing one that fits into one's skills and lifestyle. This is a major investment from every point of view. Having the guidance and expertise of professionals like you and Todd can make a huge difference. Valuing a business, checking existing inventory, obtaining the credit rating of the business, and familiarity with the neighborhood are just a few of the factors that must be researched – not to mention negotiating the price! It's reassuring to know that firms like River's Edge Alliance Group are there to help at every step of the way.

It was a pleasure to work with you and Todd, and I hope you'll be able to speak here again in the future. Thanks for sharing your expertise with us.

Sincerely,

Natalie S. Lustig
Business Program Coordinator

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