



## **VISION**

The Certified Business Broker Council's vision is to be the recognized and respected professional body for the Business Broking industry in Southern Africa.

## **MISSION**

The mission of the CBBC is to serve in the interests of the Business Broking profession, and the public we serve, by upholding the highest professional standards and integrity. We further aim to elevate the status of professional Business Brokers by:

- Providing the framework within which Members can achieve the qualifications and competence required to practice as a Certified Business Broker.
- Providing Members with theoretical and practical Business Broking knowledge, and by recommending approved programs and courses that meet the standards set by the CBBC and statutory authorities.
- Promoting the interests of the Business Broking profession as a whole through public commentary and focused intervention, in matters of importance to the Business Broking profession.
- Contributing in a positive manner towards achieving the continued socio-economic development of Southern Africa.



## VALUE PROPOSITION

To deliver to our members the following value proposition:

### **Improve / Regulate / Advance / Educate**

- **Improve:** the status and prestige of the Business Broking profession by promoting, publicizing, and maintaining the ethical and professional standards expected of members of the CBBC and therefore the profession of Business Broking in general.
- **Regulate:** by developing and maintaining industry-accepted standards, norms and practices, and measuring the performance of Certified Business Brokers against the Councils' stated Code of Conduct, thereby ensuring the high regard for Certified Business Brokers throughout the industry and the public at large.
- **Advance:** by marketing and promoting the interests of Certified Business Brokers in our areas of influence and expertise, through close liaison with credible service providers and other role players.
- **Educate:** by defining and maintaining accredited industry standard qualifications and courses, and by creating and validating opportunities for ongoing and continuous professional development.



Vision



Mission



Value