



# FIRST STREET BUSINESS BROKERS

953 Islington Ave, Suite 23 G, Portsmouth, NH 03801

[www.FirstStreetBusinessBrokers.com](http://www.FirstStreetBusinessBrokers.com), 603-501-3241, [info@firststreetbb.com](mailto:info@firststreetbb.com)

## **First Street Business Brokers**

First Street Business Brokers fulfills your goals by helping you maximize the potential of your business and then selling it to someone who will appreciate all you have built, or by finding the perfect business for your lifestyle and financial goals.

At First Street, it's not just about putting buyers and sellers together. It's about developing a well-managed and structured transition for your business that meets the needs of both the Seller and the Buyer. We create win-win scenarios for both parties. The seller can be confident that the business he or she has built will succeed for years to come and the buyer has the proper skills, desire and financial wherewithal to make the most of the opportunity.

We are here to help you through this transition.



*Helping new owners find the "right" business to purchase.*



*Properly preparing the business for sale and maximizing the selling price.*

## Easy to Work With

We know what it's like to run a small or large business and the demands on your time. We will help you organize your thoughts and prioritize your needs. We will make it as smooth a process as possible and do it in a positive and confidential manner.



## Independent Valuations

We will look closely at your overall business and provide you with an in-depth analysis on what the proper sales price range is and how you can maximize the selling price.



## Marketing Your Business for Sale

We will develop a detailed game plan on how we would market your business for sale in a strategic and highly confidential manner. This includes a Selling Package and a targeted and selective advertising campaign to identify the best buyers.



## Great Choice

We are a great choice for you or someone you may know who is considering buying or selling a business. We value privacy and confidentiality and enjoy working with business people who are passionate about life and all it has to offer. We want those around us to succeed and be satisfied.



## About Us:

### William M. Stewart, Managing Director



“Bill is very adept at analyzing and understanding opportunities and information. He is able to take information and create a clear and concise action plan from it.” This skill is invaluable when selling smaller to mid-size companies. Each company grew up differently and each one has a different story to tell. His ability to truly connect and understand the people and the company allows him to find the best buyer unlocking the value of each business.

First Street brings together Bill’s passions and experience. First Street works with entrepreneurs and owners of smaller and mid-size companies. The companies are the cornerstone of American entrepreneurship, innovation, and job creation.

“First Street challenges me in every transaction to come up with the best solution for the company and the people involved. It brings together all the skills I've built over my twenty five year career working with people, companies, strategy and financial transactions.”

- Integrity, persistence and goal orientated
- Reliable, Responsive
- Connector
- Passion for successful outcomes
- Hope for future generations to achieve
- Compassion and a willingness to help

Prior to founding First Street, Bill was a Management Consultant with Advance Leadership Development helping companies manages people, process and performance. At Advance Leadership, Stewart aligned people and process with the strategies and goals of the company creating significant value and great success. Before working with Advance Leadership Development, he founded and sold two executive search firms, as well as a commercial real estate business that provides a cost effective housing solution in the Portsmouth, New Hampshire area.

Before making his home in the Portsmouth area, Bill was a banker with JP Morgan Chase where he developed his financial skills working on Private Banking and Middle Market commercial transactions. His education includes completing the JP Morgan Chase Corporate Finance Credit Training Program and its Management Development Program. He has a Bachelor’s Degree in business with a concentration in Finance from Boston University.

Bill lives in New Castle, New Hampshire with his wife and three children. He enjoys sailing his J24, Hurricane, in the Thursday night race series with his great crew and his oldest son. He enjoys coaching his children’s sports and academic teams. Bill is a Selectman in New Castle, NH. He was also the Chairman of the New Castle Conservation Commission, and an elected member of the Town Budget Committee – “Quality of life is a combination of individual engagement and the communities we create.” He and his wife are great supporters of non-profits; he is presently on the Board of Trustees for the Nature Conservancy in New Hampshire.

## About Us:

### Hank Beresin, Managing Director



“Partnering with clients, helping them to develop strategies that meet their ever-changing needs.” That has always been Hank’s professional expertise. Hank spent most of his career in sales and marketing. He has a long track record of success leading sales and customer service teams at companies of all sizes such as Hallmark Cards, William Arthur, Company C and Preserve Brands. Whether opening new stores, building an acquisition plan, creating additional revenue streams, implementing cutting edge technology or introducing new products, Hank consistently enabled clients to achieve their business goals.

A few highlights over the years:

- Hank won numerous individual sales and team awards at Hallmark Cards;
- He successfully managed the largest Gold Crown Sales district in the country at nearly \$100 million in revenues;
- Grew sales at William Arthur from \$18 million to over \$30 million and expanded to over 2000 retail stores worldwide;
- Launched two new brands while at WA, both focused on the Wedding business and one with Vera Wang;
- Developed a co-branded line with Tiny Prints that quickly grew to over \$1 million;
- Launched a new company called Preserve Brands which in six months secured business in over 400 stores Nationally;
- Led successful private label programs, developed co-branded lines and partnered closely with many top Retailers such as: Barnes & Noble, Tinyprints, Papyrus, Paper Source, LL Bean, Garnet Hill, GrandinRoad, TJX/HomeGoods, Finestationery.com, Harrods, Saks, and Neiman Marcus and more.

Hank has a B.A. from the University of Vermont in Psychology and an MBA from Iona College. He has served on the Speaker Selection Committee for the 2014, 2015, 2016 & 2017 TEDX Portsmouth, is a member of the Portsmouth Chamber of Commerce, New England Commercial Board of Realtors, Business Brokers Alliance of New England, New England Business Brokers Association and was on the Advisory Board for The National Stationery Show for a three-year term and the fundraising committee for Benchmark School. He believes strongly in supporting local establishments, and he can often be found at the Music Hall, Seacoast Rep or the Farmers Market.

Originally from Philadelphia, Hank moved North to Portsmouth, New Hampshire in 2005. He lives there with his wife and three children. They love the Seacoast lifestyle and take advantage of the great outdoors as often as possible. Hank enjoys spending quality time with his wife and three children – running around to the kids’ various sporting events, skiing and hiking in New England, surfing and playing at the beach in Rye, and eating out at their favorite local restaurants. “The people and establishments of this community mean a lot to me,” says Hank. “As a business broker, I can be a part of exciting new changes here, helping clients realize their dreams.”