COMPARE

Should you sell to a “we buy” company or use a broker?

By Ayodele Olasiji, Optimax Commercial · Updated October 18, 2026 · 2 min read · Online at optimaxdeals.com/guides/we-buy-company-or-broker

SHORT ANSWER

A “we buy” company is the buyer, or a middleman who resells your contract, so you get one offer and negotiate against the person paying. A broker takes your business to many buyers so they compete on price, for a fee at closing. Sell direct when speed or certainty matters more than price; use a broker when you want the market to set the price.

How to, at a glance

1. Get the direct buyer's offer in writing
2. Ask a broker what competing buyers would likely pay
3. Check the direct buyer's proof of funds and closing terms
4. Choose speed or price, knowing what each costs you

Questions owners ask

Is Optimax a “we buy” company?

No. Optimax is a brokerage. It brings your business to buyers and does not buy it.

Do “we buy” companies charge a commission?

Usually not. Their profit is the gap between what they pay you and what the business is worth to them or to the buyer they resell to.

Can I talk to a direct buyer and a broker at the same time?

Yes, as long as you have not signed an exclusive agreement with either. Check any agreement for exclusivity before you sign.

The difference in one table

	“We buy” company	Broker
Who is on the other side	The buyer, or a firm that resells or assigns your contract	Several buyers, competing
Who works for you	Nobody. The firm works for itself	The broker is paid when you sell
Fee	Usually no commission. The discount in the price is the cost	A success fee at closing
Price	One offer, set by the buyer	Set by competition between buyers
Speed	Can be fast if the firm closes with its own money	Usually months, depending on financing
Privacy	Depends on the firm	Should require an NDA before your name or address goes out

When a direct buyer makes sense

- You need to close fast because of health, a partnership split or a deadline.
- The business is struggling and a normal buyer could not get a loan for it.
- You already trust the buyer and have compared their price with the market.

When a broker makes sense

- You want the highest price, not only a fast one.
- Your books are clean enough for a lender, so more buyers can qualify.
- You want confidentiality handled before buyers learn your name.

How to test a “we buy” offer before you sign

1. Ask whether they close with their own money or assign the contract to another buyer.
2. Ask for proof of funds, or the lender's name if they are borrowing.
3. Read the due diligence period, how much earnest money is at risk, and when it stops being refundable.
4. Ask a broker what the market would likely pay. If the direct offer is far below, the speed is costing you the gap.

Where Optimax fits

Optimax Commercial is a brokerage, not a buyer. We already work with buyers who signed our confidentiality agreement, including cash buyers, and we match your business to them directly with no public listing. You choose among the offers. 3% of the sale price at closing, $25,000 minimum, nothing upfront and nothing if it does not sell. Buyers also pay Optimax a fee under their own agreement, and both sides are told in writing.

Thinking about selling?

Buyers already signed up and under NDA, including cash buyers. Matched directly, no public listing. 3% at closing, $25,000 minimum, nothing upfront.

Get a private call back
www.optimaxdeals.com/sell

Get the free seller kit
www.optimaxdeals.com/seller-kit/business

Optimax Commercial · 701 504 8429 · ayo@optimaxdeals.com