

# The Benefits of a Professional Liquor License Consultant ... Business Broker Team Player

My wife came to me a while back asking that I replace the sink in our laundry room. It seems that the cheap plastic one that came with the house had cracked. After assessing the situation, I determined that replacing the sink shouldn't be too difficult of a job and promised her I would take care of it. The problem is that I have too many things on my "to do" list and the sink just wasn't a priority for me. Last night, when my wife asked me, again, I told her that, though I would truly



By Michael Brewer

applicants and slow applicants down. As everyone doing business in California knows, the recent budget crisis has left nearly every state agency understaffed and overburdened. Unfortunately, the Department of Alcoholic Beverage Control is no exception. Therefore, having a professionally completed application can significantly reduce both the amount of time it takes to get a filing appointment and the eventual issuance of your client's license.

Just the other day, a business broker called my

your transaction or your client would like to upgrade an existing license, a liquor license consultant will be able to identify the type of license necessary and refer you to a reputable liquor license broker who will coordinate the purchase of a license and initiate an escrow for you. A good license broker will welcome the level of professionalism brought by business brokers and cooperate with them on a professional basis.

Working with the Department of Alcoholic Beverage control is one burden both you and your client can avoid by using a professional liquor license consultant. Leaving your application in

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like to fix the sink for her, it might be better to just hire a plumber to get the job done. Why tell you about the sink? Well in many ways, fixing the sink is like closing a deal? There are so many things to get done, that though you may be qualified to do all of them, some things are just easier handled by someone else. Like a plumber, a professional liquor license consultant can take the burden of your client's liquor license application out of your hands, leaving you more time to handle leases, financing, and the plethora of other details needed to successfully place your client in a location.

So what is a professional liquor license consultant? A liquor license consultant acts as a liaison between the applicant, the escrow company, and the state Department of Alcoholic Beverage Control. As a professional in the alcohol licensing industry, a liquor license consultant should be able to help you and your client avoid many of the hurdles which typically overwhelm

office after having his client's application refused for filing at his local ABC district office. After reviewing the application, I was able to correct his client's innocent mistakes and circumvent the six-week waiting period for another appointment. Moreover, by having the application signed by the applicant in advance, all parties were able to avoid a trip into the ABC office.

A professional liquor license consultant should also be assisting you and your clients in avoiding frustrating misunderstandings of ABC rules and procedures, poor coordination with escrow companies and taxing agencies, and overlooking zoning and land use requirements. In addition, an experienced liquor license consultant will have a firm grasp on the ABC's complex regulations and therefore be able to provide unique solutions to complicated licensing situations.

In situations where an alcoholic beverage license is not included in

the capable hands of a professional will leave you with more time to work through the fine print of your transaction, without the worry that the liquor license will slip through the cracks. By the way, my wife just phoned happy to tell me the sink was replaced this morning.

*Michael Brewer is President of Alcoholic Beverage Consulting Service which represents numerous alcoholic beverage licensees in all segments of the alcohol industry. He has been a professional liquor license consultant for over ten years and during that time has overseen over 2000 alcohol beverage applications. He is also the founder of License Locators, a full service liquor license broker. He is active in numerous organizations. You can reach him at (909) 699-6868.*

*mike@abcconsulting.com*