

NED ALAN SOKOLOFF - BIO

CEO and Founder of Specialty Group

Ned's career in the Pennsylvania Bar and Restaurant industry has spanned over 37 years; his dedicated commitment and work have led him to a reputation and name synonymous with success in the Hospitality industry. Ned's efforts have created hundreds of new restaurants and bars along with thousands of jobs throughout the region. Specialty Group was created in 1986 as a result of Ned's vision and his ability to identify the need for a specific company designed to help aspiring restaurateurs and bar people achieve their dreams. Ned's vision also included those already in the business offering comprehensive boutique of services exclusively tailored for the industry; financing, liquor license brokerage, Bar & Restaurant Business/Real Estate Brokerage and preparation and filing of all PLCB documentation. In the year's prior to Specialty Group, Ned's father had owned twenty five liquor licensed establishments in the Philadelphia area. Ned grew up in the business and understood what the business challenges are. Ned attended Penn State University and worked under liquor attorney Barry Goldstein. Liquor and later with attorney David Litman who recruited Ned to Pittsburgh in 1975 and he worked until 1986 and opened Specialty Group.

ACCOMPLISHMENTS: INSTRUMENTAL IN HANDLING OVER 2,500 LIQUOR LICENSE TRANSFERS AND THE OPENING OF OVER 1300 LICENSED RESTAURANTS SINCE 1970.

LEADERSHIP: Board of Directors -Pennsylvania Restaurant Association
PRA-Government Affairs Committee
Advisory Committee- Pennsylvania Culinary Foundation
Hospitality Alliance of Western Pennsylvania
Big Brothers 1975-1987

PUBLISHED AUTHOR: Server Magazine- Monthly Restaurant Paper column -10 Years
PA Real Estate Journal
Observer- Pennsylvania Beverage Journal-8 Years
NJ PA Real Estate Journal
Restaurant Matters

SPECIALTY GROUP

Specialty Lenders, Ltd • Specialty Liquor License Brokers • Specialty Bar & Restaurant Brokers
Specialty Real Estate, Ltd. • Specialty Insurance and Accounting Services

SEMINARS GIVEN FOR: Small Business Association
Pennsylvania Restaurant Association
Entrepreneurs Day

LICENSED: PENNSYLVANIA REAL ESTATE SALESPERSON-31 yrs
PENNSYLVANIA NOTARY PUBLIC

INTERVIEWED IN:
Pittsburgh Post Gazette
Small Business News
Pittsburgh Courier
Enterprise Journal
Pittsburgh Business Times
Observer
Server
Nations Restaurant News
Night Club and Bar Magazine
Pittsburgh Tribune Review

SEMINARS GIVEN FOR: Small Business Association
Pennsylvania Restaurant Association
Entrepreneurs Day

CREDENTIALS/BIO: Terri Ann Sokoloff, CBI, CRB, GRI



Terri Ann Sokoloff is the President of Specialty Bar & Restaurant Brokers. She brings enormous expertise to the clients of Specialty Group, offering more than 18 years of experience in the industry. She is a licensed real estate broker, a certified real estate brokerage manager (CRB) and a certified business intermediary (CBI). In addition to being active in professional organizations such as Commercial Real Estate Women, Pittsburgh Purveyors Association, Hospitality Alliance, Advisory Committee of PA Culinary, Terri has also authored numerous magazine and newspaper, and pricing guide articles and has appeared as an expert on a variety of regional and national media broadcasts. She has been featured as a speaker in "Selling Night Club & Bars" Nightclub & Bar National Convention, PA Restaurant Association "Confessions of a Restaurant Broker".

License & Degrees

- 2003 - Graduate, CORO Center For Civic Leadership, Women's Executive Series Program
- 2002 - Prestigious Certified Business Intermediary (CBI) Designation
- 1994 - Certified Real Estate Business (CRB) Designation
- 1992 - Pennsylvania Brokers License
- 1990 - Graduate Realtors Institute (GRI) Designation
- 1989 - Real Estate License
- 1986 - Bachelor's Degree, University of Pittsburgh

Honors & Award

- 2006- **PA TOP 50 WOMEN IN BUSINESS**
- 2005 – Finalist PA Restaurant Association affiliate member of the Year
- 2005 - Crew Creative Deal of the Year Award
- 2005 – Fast Trackers Award, Pittsburgh Business Times
- 2004 – Featured in National Magazine, *Real Estate Business*, for developing niche market
- 2003 - Top 40 Under 40, *Pittsburgh Magazine & Pittsburgh Urban Magnet Project (Pump)*
- 2003 - Guest Lecturer for University of Pittsburgh Business Class
- 2000 – Award of Leadership, Oxford Publishing Inc.
- 2000 - Selected On-premise Innovator, *National/Nightclub and Bar Magazine*
- 1996 - Presidential Bridge Award, Realtors Association of Pittsburgh [honored for chairing fundraising golf outings in 1996 and 1995]
- 1994-1997 - Board member, Realtor Association of Metropolitan Pittsburgh [youngest person elected to this position]
- 1992 - Recipient of the GIFT pin award by Realtor Association of Metropolitan Pittsburgh in honor of her involvement and commitment to her community and profession

Certified Business Intermediary

Certified Business Intermediary, or CBI, is the designation awarded by the International Business Brokers Association (IBBA) to members who have satisfied the educational requirements and conform to the ethical standards of the IBBA.

Why should you use a CBI?

Buying or selling a business is one of the most crucial financial transactions of your life. As a business owner, you probably have or will have a good portion of your assets in your business or professional practice. When the time comes to buy or sell a business, you need the best representation possible. In what can be a confusing, and sometimes difficult, process, it pays to leave as little to chance as possible. With the help of a professional, you can navigate unknown territory with ease. A CBI can help you optimize your transaction by identifying better prospects, clarifying investment potential, and helping you select the professionals (lawyers and accountants) who can provide the necessary counsel to assure a successful transition of ownership.

A CBI is an experienced, proven professional whose claim of competence is supported and documented. A CBI has the proven skills necessary to handle the marketing, negotiations and complex details involved in the purchase or sale of your business.

How can a CBI help?

Every CBI has undergone a specialized course of detailed training, aimed at making the process of buying or selling a business as smooth and worry-free as possible.

A CBI brings special qualifications to your needs:

A CBI has these distinctive credentials:

A higher level of education and training.

Professional affiliation with hundreds of other intermediaries on the local and national levels.

The most current industry information with respect to taxes, investment, legislation and other areas of critical importance.

Local market knowledge - special expertise unique to your area.

Successful completion of the courses leading to the Certified Business Intermediary designation - one of the most successful intermediary educational programs in the country. Every CBI is a professional equipped with special expertise as a result of advanced study in listing, selling, investment, taxes, valuation and more.

A history of demonstrated sales performance through the documented execution of business sales transactions.