



## **MMTC Brokers Donated Assets**

**Owners donate their assets to MMTC  
and MMTC then does good advocacy  
work with the proceeds!**

### **WHO are we?**

MMTC is chartered as a 501(c)3 non-profit with a training mission to supporting minorities, women and new-entrants into media and telecommunications business ownership. Visit this web site for more information:

[www.MMTConline.org](http://www.MMTConline.org)

### **WHAT do we do?**

David Honig, MMTC's President, is thankful and grateful for donated assets in the media, broadband and on-line space. We take those donations, operate the assets, and market the properties. The proceeds from the sale go to MMTC to cover operational expenses for the advocacy work. Recently in 2011 MMTC marketed and sold 89 LPTV stations donated by Trinity Broadcasting and 6 radio stations donated by Clear Channel Worldwide, all of which either met the above mission of ownership or local marketing agreements to incubate them towards ownership. When assets are sold to general market buyers, MMTC receives dollars into the organization for mentoring, training and incubation. The donation to MMTC is tax deductible.

### **WHY are we qualified?**

In addition to the work we do with the donated assets, MMTC is the 15th largest of the nation's 60 media brokerages, having participated in transactions valued at nearly \$1.7 billion. In 2000, MMTC was admitted to the National Association of Media Brokers (NAMB). The MMTC team has brokers and the necessary legal team to make sure the process is smooth for all parties. The MMTC team also works with buyers on their business plan and strategy to assure success.

### **WHAT are the steps:**

1. MMTC will review the asset and determine if the team can market the property
2. MMTC will get approval from the MMTC Board of Directors to engage with your company in a donation agreement
3. Once the agreement is secured, the MMTC broker team will then collect all relevant information from donor to prepare an electronic information package for potential buyers
4. The MMTC team will secure NDAs if necessary
5. The MMTC broker team will then work our network to find a buyer
6. MMTC will take the donation from the donor upon finding the buyer and immediately sell the property to the new buyers

Questions: Diane Warren --- MMTC Associate Broker /Broadcast Consultant --- [Diane@bounceology.com](mailto:Diane@bounceology.com)