



NEWSLETTER



The Biggest Threat to Your Business Value is YOU. ●

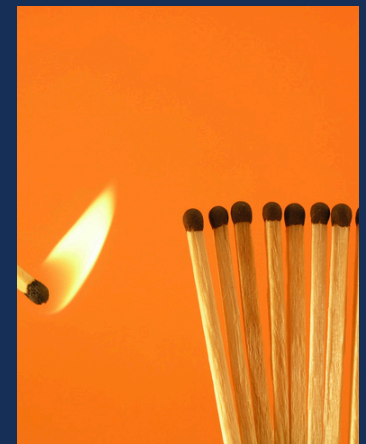


The Q3 2025 Market Pulse Survey is in, and the data is clear: Baby Boomers still dominate the sell-side, and retirement remains the top reason for owners to exit across all deal sizes.

Yet, despite retirement being the goal, most business owners are doing little to no exit planning. In the Main Street market (businesses under \$2M), 70% to 84% of owners engaged in no formal planning before deciding to sell.

Why This Matters for Your Bottom Line:

- **Burnout is a Value Killer:** Burnout was a significant driver for exits this quarter. However, "The best time to sell is when you're on an upswing, not when you're ready to walk away," because performance (and value) often dips when an owner runs out of steam.
- **Competition is High:** The average deal is receiving between 2 to 3 offers, and deals in the \$5M-\$50M range are attracting an average of 4.80 offers. Sellers who attract multiple offers tend to see more favorable terms.
- **Don't React, Lead!** "Owners who don't plan their exits end up reacting to the market instead of leading it". A proactive plan is the only way to stay in control of timing, value, and legacy.



Ready to Lead Your Exit? Start with Your FREE Value Builder Score.



Don't wait until burnout forces a lower valuation. Use this market insight to your advantage! Get your FREE, confidential valuation today using The Value Builder System. It gives you the data you need to proactively plan your exit and maximize the "Power of Multiple Offers" P.S. The market is improving, with seller confidence showing an uptick year-over-year. Now is the time to prepare for a potentially record-breaking 2026

