



Get to the Open Bar Early

Why waiting to sell your business can cost you millions.

Everyone knows how an open bar works. Arrive early and every bartender is available; every top-shelf option is on the table. Show up late and the best choices start to disappear.

Selling a privately held business can work the same way.



Strategic Buyers Plan Ahead. So Should You.

Strategic buyers are constantly evaluating where to deploy capital and which businesses best fit their growth plans. Starting early gives you more time to understand the buyer landscape and position your business for the right opportunities.

Waiting until retirement or an unsolicited offer arrives can leave you reacting to one buyer's timeline instead of creating your own.

The best outcome rarely comes from the first offer. It comes from creating competition among qualified buyers.

Owners who start early give themselves more time to strengthen their business, understand its value, and create options. If a sale could be in your future, even several years from now, starting the conversation today can put you in a stronger position when the time comes.

You don't need to be ready to sell to start the conversation.



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Brad and his team at Williams Strategic Advisors combine deep industry expertise with hands-on execution experience. Over the past five years, Brad has led approximately ¾ of a billion in client deal flow, structuring and executing complex transactions including mergers and acquisitions, corporate sales, joint ventures, recapitalizations, and leveraged buyouts.



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