

# *Summary*

## How Do You Find Hungry Buyers For Your Business—Business Blueprint Interview



[TheExitStrategyGroup.com.au/Media](https://TheExitStrategyGroup.com.au/Media)

In this Business Blueprint interview with Dale Beaumont, Kerry Boulton, Australia's leading exit strategy advisor, shares strategies for finding motivated buyers for a business.

Kerry highlights the importance of strategic thinking, recommending that the most profitable sales often involve selling to a larger company that can integrate the business, utilise its customer lists, and offer complementary services. For example, a small cleaning business might appeal to security or gutter cleaning companies that want to provide additional services to the same customer base.

Kerry also discusses industry roll-ups, where larger firms acquire multiple smaller businesses to expand their market share. He notes that such transactions can be very lucrative for the sellers.

#### Action Items:

- » Identify complementary businesses that could benefit from acquiring a small cleaning business and offering additional services to its customer base.
- » Provide an example of an industry roll-up, such as how larger companies acquiring smaller firms can be profitable.
- » Visit [freeexitstrategybook.com.au](http://freeexitstrategybook.com.au) to obtain Kerry Boulton's new book, ***The Uncensored Truth About Exit Strategy***.