

# Summary

## Why Do Fire Trucks Back In— Interview On Business Blueprint



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

Kerry Boulton, Australia's leading exit strategy advisor and CEO of the Exit Strategy Group, underscores the importance of being prepared for a business sale. Using the analogy of fire trucks backing into their stations to be ready for emergencies, Boulton explains that business owners should also be ready for unexpected offers.

With many baby boomers approaching retirement, a significant increase in businesses for sale is anticipated over the next decade.

Boulton highlights that recent statistics show only about 12% of businesses are likely to receive offers due to insufficient value drivers. To improve the likelihood of receiving an offer, owners should focus on enhancing their business's value. Companies are becoming more acquisitive due to surplus cash and low interest rates, making it essential for owners to have a sellable asset ready.

She advises that unsolicited offers are increasing, often triggered by health issues or external interest, and stresses the need for businesses to be prepared at all times. Companies with poor bookkeeping or excessive dependence on their owners are less attractive to buyers.

Boulton concludes by encouraging business owners to prepare their businesses now and offers a free copy of her book, ***The Uncensored Truth About Exit Strategy***, at [freeexitstrategybook.com.au](http://freeexitstrategybook.com.au).