

Summary

Attracting Investors: Strategies For Business Growth and Success



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Kerry Boulton, an exit strategy advisor, discusses how businesses can attract the right investors to fuel growth and success. He highlights the importance of identifying the type of investor—whether an angel investor, private equity, or international investor—based on the desired outcome of the business. Networking and word-of-mouth are key tools for connecting with potential investors.

Boulton shares the story of Glenn Macon, who turned his \$50 million revenue business into an attractive target for private equity after initially facing no interest in 2012. Macon spent three years preparing his business by improving management, systems, and removing himself from daily operations. This preparation helped him secure a deal with a private equity firm, retain 10% of the business, and transition into an investor and consultant role.

Boulton advises that businesses need to be profitable, have growth potential, and be well-structured to attract the right investors. He uses the success of Shark Tank investors to illustrate the value of having knowledgeable investors who understand market dynamics and business valuation.

The segment concludes by encouraging business owners to prepare their companies properly and offers a call to action to visit the speaker's website for a copy of his book on exit strategies.