FOR OWNERS

Your best acquisition target is across town.

Why buying a competitor beats grinding for market share.

M&A

THE CHOICE

Growth has two prices.

Winning customers one at a time costs marketing, sales cycles, and years of your life. Buying a competitor prices their entire book of business at once, usually near three times profit.

THE MATH NOBODY SHOWS YOU

You today $500K profit

Competitor $300K profit

asking around $900K, and a bank plus a seller note funds most of it

↓

Combined $800K profit

under one roof, before a single synergy

AFTER CLOSE

Two companies, one overhead.

- One office and one insurance policy
- One dispatcher and one ad budget
- Shared trucks, shared vendor pricing

Call it $50K to $100K a year that neither of you could reach alone.

THE QUIET PART

Size changes your multiple.

$500K profit shop	$1.5M profit platform
~3x	5x or better

The same dollars are worth more inside a bigger company. Every acquisition moves you up that ladder.

THE MOMENT

Your seller is already looking for you.

Half the owners in your trade are past 55, and most have no succession plan. The easiest first call is the competitor who already respects your work.

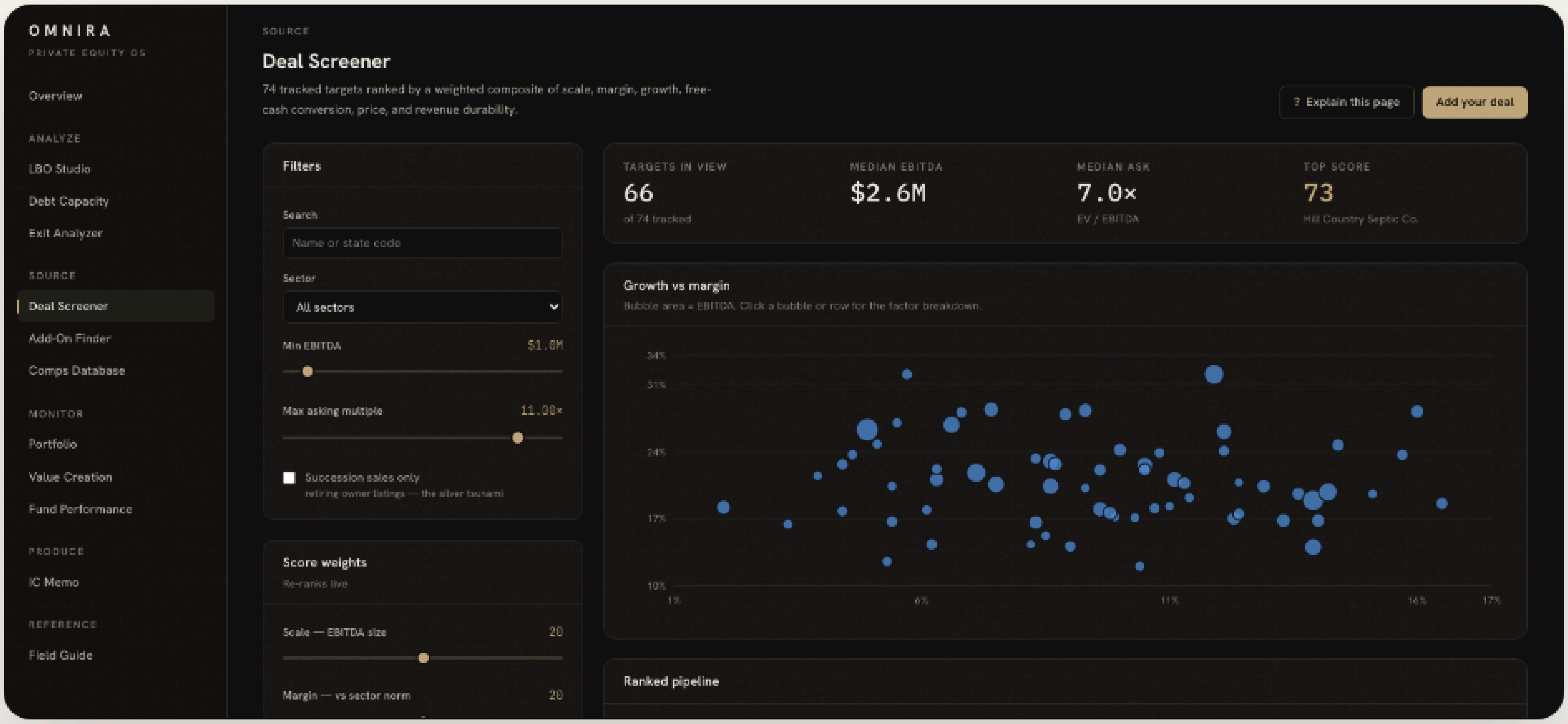
THE PLAYBOOK

Four moves, in order.

1. List every competitor you respect.
2. Learn who wants out inside three years.
3. Model the deal before you ever talk price.
4. Let the bank and a seller note carry most of it.

TRY IT

We built the tool for move three.



Screen the deal, run the buyout math, print the memo a lender wants to see. Free.

DM the word TERMINAL for access