OMNIRA · FOR OWNERS

Half of all owner exits are involuntary.

The owner didn't pick the day. Something else did.

THE DATA

50%

of exits happen on someone else’s timeline. That’s the Exit Planning Institute’s number, from years of tracking how owners actually leave.

THEY CALL THEM THE FIVE D’S

Death
Disability
Divorce
Disagreement
Distress

Five ways the decision gets made for you.

THE ONES THAT ACTUALLY HIT

Death
Disability
Divorce
Disagreement
Distress

The most common triggers aren't the tragedies. A partner falls out. Cash gets tight. The clock starts without you.

FORCED MATH

A forced sale has its own math.

Buyers can smell a deadline. The price stops being about what you built and starts being about how fast you need out.

Exit planning has a branding problem. It sounds like something you do at 64.

It's really about control: keeping your company sellable so nobody else sets your terms.

UP CLOSE

Control looks boring.

01 Books a buyer can verify.

02 A team that runs the day without you.

03 A real number for what it’s worth today.

Owners with those three are hard to corner.

You don’t have to want to sell. You have to be *able* to.

The whole difference shows up in the price.

WHERE TO START

Most owners can’t name what their company would sell for today.

Normal, and fixable. Worth knowing before one of the five D’s decides for you.

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