



Take the Leap, You're Closer Than You Think.



FOR THE MID-CAREER BUSINESS BUYER

Steve Divitkos • Microdea & Mineola

DEAL SIZE:
7-figure deals

After getting his MBA, Steve Divitkos found investors to support his purchase of Microdea, a software company, with none of his own money down. Seven years in, he sold Microdea for a massive profit. Now, he uses his wealth to invest in searchers like he once was through his new firm Mineola Search Partners.

Divitkos went full circle from searcher to buyer to operator and finally to seller and then investor.

DEAL SIZE:

\$50k to to multi-million dollar deals

FOR THE "I STUMBLED INTO THIS" BUYER

Kevin McArdle • Sureswift Capital



After starting his career in corporate America, Kevin McArdle founded Sureswift Capital with the goal of acquiring SaaS businesses from independent founders. After making acquisitions, Sureswift guides companies to the next stage of growth. Sureswift's portfolio of SaaS businesses skyrocketed to eight figures in revenue before McArdle eventually sold.

Sureswift acquired 40+ SaaS companies in the first 6 years of operation.

FOR THE "INSTEAD OF AN MBA" BUYER

Adam Oakley • Express Writers

DEAL SIZE:
1.4 M



Adam Oakley had an undergraduate degree in communications and worked in sales, business development, and leadership roles throughout his career. He eventually hoped to spend more time with family so he bought Express Writers, a content marketing business. After settling into his role as CEO, he moved his family to an island off the coast of Belize and runs his business from the beach.

Adam Oakley used the freedom of running his own business to create a dream life for his family on the beach.

DEAL SIZE:

Bought for \$80k;
Sold for \$475k

FOR THE BUYER WANTING A BETTER FUTURE FOR MYSELF BUYER

Sarah Romer • Bella Salon

Sarah Romer bought Bella Salon as an industry outsider. After experiencing some resistance from current employees, she made major upgrades and changes to the business. Eventually, she realized that ownership and spending her days at the salon wasn't the right fit, so she sold, quadrupling her initial all-cash investment.



Sarah Romer quadrupled her investment after growing a salon business for 3 years.

I'LL BE INFLUENCED TO TRY THIS MYSELF - BUYER



Brent Beshore • Permanent Equity

Brent Beshore started out as an entrepreneur founding his own companies, but he eventually had the opportunity to buy a company. That opened his eyes to the number of family-owned businesses with no transition plan. He formed Permanent Equity to invest in founder-owned private companies, holding them indefinitely. He built his wealth by sticking to SMB deals.

DEAL SIZE:

7-figure deals

Sticking to SMB deals helped Brent Beshore become an ultra-wealthy investor.

DEAL SIZE:

7-figure deals

FOR BUYERS NEW TO ETA, BUT IMPRESSED BY THE HEAVY HITTERS

The Higgins' • Chenmark

Two brothers, James and Palmer Higgins along with James' wife Trish decided to leave Wall Street to pursue investment opportunities in the small business sphere. They started out by acquiring a landscaping business in Maine, founded the holding company Chenmark, and now work to acquire other small businesses with the intention of holding them for the long term.



The Chenmark owners ditched wall street jobs to get into the SMB world.