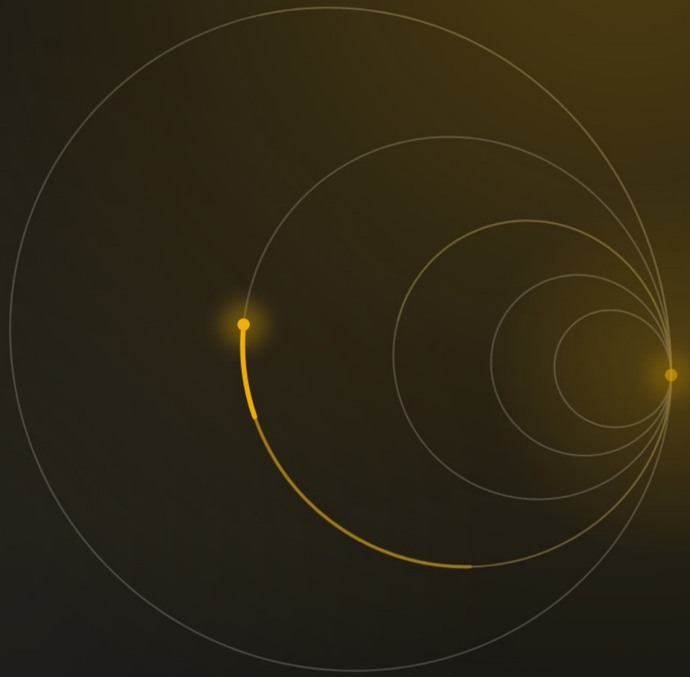
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Exit Runway ↗

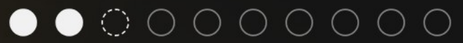
Sell a business that runs without you

Buyers ask what happens when you leave. If the honest answer is that it slows down, they pay less, or they walk away.



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A business that needs you sells for less, if it sells at all

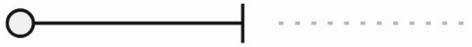


2 to 3 in 10 businesses that go to market actually sell.

Source: Exit Planning Institute, State of Owner Readiness, an estimate it publishes. John Colley of Warwick Business School puts the failure rate for smaller businesses as high as 80% (Sept. 2026).

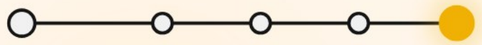
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We get you out of the middle before the sale



MOST PLANS

Stop at the page



EXIT RUNWAY

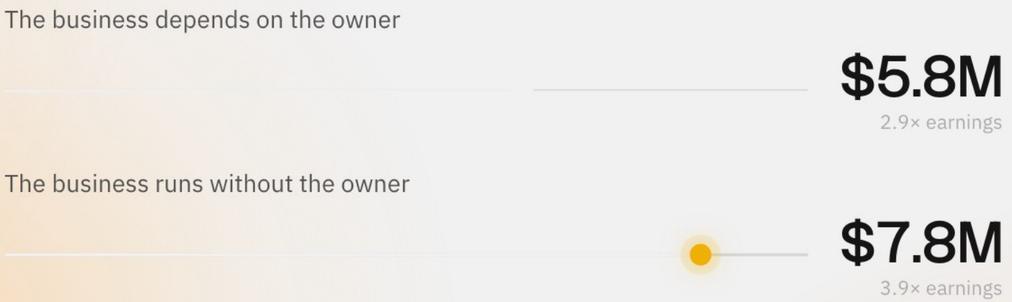
Puts it in place with your people, and coaches them as they take it over

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The less it needs you, the better the offers tend to be

What the same business would be offered

An illustration, not a valuation: a business earning $2 million a year, at the average multiples owners reported



Source: The Value Builder System, Advisor News, Feb. 11, 2026, from data on more than 80,000 companies. These are offers owners said they received, not final sale prices, and we can’t promise what you’ll be offered.

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If it sells, you may have to stay on



3 in 10 sales under $50 million last year paid part of the price later, only if the business hit its numbers after the sale. The typical seller waited two years and got less than half of it.

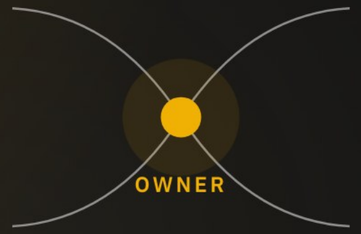
Sources: SRS Acquiom, M&A Earnout and Milestone Trends (2026), 2025 M&A Deal Terms Study and 2024 M&A Claims Insights Report. Deals SRS Acquiom worked on, excluding life sciences.

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Does your business depend on you too much?

1 If you stepped away for three weeks, would the business run or start breaking?

2 How many deals still need you to close?



3 Who do your biggest customers call when something goes wrong?

4 Who signs off on the numbers?

Every answer that points to you is something a buyer's team will find.

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The Visionary Clarity™ Event

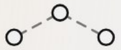
The plan is built from how you already win

- A private venue picked from your preferences
- Phones off, so you can think bigger
- Three days offsite, just you and our founder

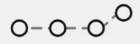


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Imagine leaving on your own terms



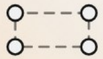
A team that runs the week without calling you



Customers who have someone to call besides you



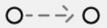
Numbers that hold up when a buyer’s accountants test them



Every process a buyer asks about, already written down



A buyer who doesn’t need you to stay and run it



Or a son or daughter who can take it over

And you, free to decide what comes next

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Six steps to the sale

01

Discovery

We learn why you built the company and look at the business the way a buyer will.

02

The Visionary Clarity™ Event

RLL EXCLUSIVE

Three days offsite, just you and our founder, phones off. Your strategy, and what you want after the sale, written down.

03

Go-to-market plan

The genius we decoded at your event, turned into a revenue engine your team runs without you.

04

Build it with your team

We put the plan in place a quarter at a time, with your team, until they run it.

05

Step back when you're ready

You step back as far as you want. The scorecards keep a record a buyer can see.

06

The sale

Your deal team runs it. When a buyer's team asks how the business runs, the answers are already written down.

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Then we build it with your team

The build

SAMPLE

SYSTEMS

- CRM and pipeline live
- Automations running
- Renewals and win-backs running

PEOPLE

- Key seats filled
- Scorecards running

PROOF FOR A BUYER

- Playbooks written
- Key accounts handed off
- Monthly close running

- Your role handed off

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What stays with your deal team



The price

No one can promise a price or a multiple, including us. The buyer and the market set it. What we change is what they find when they look.



The sale

Your banker or broker finds the buyer and runs the sale. We don’t find buyers, negotiate terms or handle money in the deal.



The advice

We’re not a broker, an appraiser, a lawyer or a CPA. We don’t value your business or give tax, legal or investment advice.

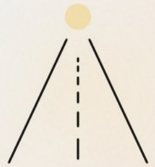
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Most owners start getting ready too late

8 in 10 owners who sold a business worth $5 million to $50 million had done less than a year of exit planning, or none, before they hired a broker or M&A advisor.

Source: IBBA and M&A Source, Market Pulse, Q2 2026. 181 sales reported by 255 business brokers and M&A advisors.

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That's why it's a runway

The work starts years before the sale, while there's still time to change what a buyer will find.

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Start with a Clarity Map

See what a buyer would find before one looks

90 minutes, live, with us. A written plan within two days.

$1,200

Less than another month of guessing

Credited toward your next step



Book your Clarity Map

Want the whole picture first? **See how Exit Runway works**