

seastone

SEASTONE'S 90-DAY CAMPAIGN PROCESS



I. Introduction

Most people who set out to buy a business never close one. The reason is rarely ambition or capital. They spend months bidding on the same broker listings as dozens of other buyers, chasing deals they can't finance, and approaching owners before they look like credible buyers.

Seastone's 90-day campaign is built to change that. In the first two weeks, we work out what you can realistically buy, where your background gives you an edge, and how many owners in your market are preparing to sell. Then we get you ready to make credible offers: your SBA paperwork, your buyer materials and your deal team. From there, we find owner-operated businesses preparing to sell before they go to market, and introduce you to the owners in your name.

Our job is to get you to the table, prepared and with the right owners. The pages that follow show exactly what you receive along the way, and when.

Free Trial

WHERE YOU STAND

A 15-minute onboarding form that replaces a long discovery call. Everything you enter is reused, so nothing gets asked twice.

01

Free Trial

BUYER PROFILE

A shareable profile of you as a buyer: your background, why you're buying, where your experience gives you a real edge, and exactly what you're looking for.

02

Free Trial

READINESS REPORT

A private assessment of where you stand: a realistic price range and minimum business size, whether SBA financing makes sense, a readiness score, anything that could stop a deal, and what's missing before you can make credible offers.

03

MARKET MAP

Free Trial

Every business in your target market, and how many show signs their owners are preparing to sell, compared to the full market volume.

04

FIRST TARGETS PREVIEW

Free Trial

Top 100 off-market, pre-exit businesses in your target market, screened against your deal-breakers, with full profiles. We walk through them together on a review call.

05

YOUR 90-DAY PLAN

Free Trial

A step-by-step plan for your search, built around your numbers and your first matches: what we'll do, what you'll do, and when.

06

SBA PREPARATION PACKAGE

Your personal financial statement (Form 413) and borrower forms, prepared from your data for you to review and sign, plus a lender-ready résumé and introductions to SBA lenders that close acquisitions.

07

BUYER CREDIBILITY KIT

A buyer one-pager, letter to owners, personal one-page website, LinkedIn refresh and email accounts in your name, so owners take you seriously from the first message.

08

DEAL TEAM INTRODUCTIONS

Our network spans across vetted M&A attorneys, CPAs and quality-of-earnings firms, ready when you need them.

09

OFF-MARKET DEAL FLOW

New owner-operated businesses preparing to sell, sourced every week and screened against your deal-breakers.

10

OWNER OUTREACH IN YOUR NAME

We contact owners using copy you've approved, handle the replies, and book interested owners into your calendar, each with a short brief before the meeting.

11

REGULAR CHECK-INS

Every two weeks during setup, then monthly, to review results and sharpen your search.

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II. DISCLAIMER

Seastone provides research, buyer preparation, and business sourcing services. Seastone is not a registered broker-dealer, licensed business broker, M&A advisor, investment adviser, lender, attorney, or accountant, and does not act in any of these capacities.

Seastone's role ends at the introduction. Once a buyer is in discussion with a business owner, all further steps are the sole responsibility of the buyer and their own licensed advisors. These include confidentiality agreements, valuation, offers, letters of intent, negotiation, due diligence, deal structuring, financing and closing. Seastone does not value businesses, negotiate terms, structure transactions, or represent either the buyer or the seller in any transaction.

Information provided by Seastone, including market data, company profiles, revenue estimates and risk indicators, is compiled from public sources and modeled estimates. It is not a substitute for independent due diligence. Documents Seastone prepares, including SBA forms, are based solely on information supplied by the client, who is responsible for reviewing their accuracy before signing or submitting them. Introductions to lenders, attorneys, accountants or other service providers are made as a courtesy and are not an endorsement or a guarantee of financing or outcomes.

Timelines shown are typical and not guaranteed. Seastone does not guarantee that any introduction will result in a transaction. Nothing in this document is legal, tax, financial or investment advice.