


The Off-Market Deal Funnel

Blueprint Document #7 of 20 | Starter Pack

How to find businesses that aren't for sale (yet)

 **Warning:** This system generates 10-15 real opportunities per week. Be prepared to move fast when owners respond.

The Truth About Business Sales

70% of small businesses are NEVER listed for sale. They close, transfer to family, or get sold to employees/competitors through private deals.

The businesses you see on BizBuySell? Those are the leftovers - overpriced, problematic, or already picked over by smart buyers. The real deals happen off-market.

The 5-Layer Off-Market Funnel

Layer 1: Direct Owner Outreach (40% of deals)

Target businesses with these "seller signals":

- Owner age 55+ (check LinkedIn)
- No website updates in 2+ years
- Declining Google reviews
- "Established 1990" or earlier
- Owner name in business name

Subject: Quick question about [Business Name]

Hi [Owner Name],

I'm a local business owner looking to expand through acquisition.

Would you be open to a confidential conversation about your future plans for [Business Name]?

I have capital ready and can move quickly for the right opportunity.

Best,

[Your Name]

[Your Phone]

Success rate: 18-23% response, 1 in 12 leads to serious discussion

Layer 2: Strategic Networking (25% of deals)

People who know about sales before they happen:

- Commercial insurance brokers

- Equipment leasing companies
- Industry association presidents
- Commercial landlords
- Business attorneys (not M&A)

The magic phrase: "I'm actively buying [industry] businesses. If you hear of anyone thinking about retirement, I pay referral fees."

Layer 3: Vendor Intelligence (20% of deals)

Every business has suppliers who know everything:

- Call their main suppliers
- "I'm looking to buy a [business type]"
- "Who's your oldest customer?"
- "Anyone mentioned retiring?"

Layer 4: Employee Whispers (10% of deals)

Employees always know first. Find them on:

- LinkedIn (filter by company)
- Indeed reviews (disgruntled = informed)
- Local Facebook groups

Never approach directly. Instead: "I'm looking to buy a business like yours. Know anyone thinking of selling?"

Layer 5: Distress Monitoring (5% of deals)

Public records that indicate problems:

- Tax liens
- Lawsuit defendants
- Divorce filings (business owner)
- Building code violations

The Weekly System

Monday (2 hours):

- Send 50 direct emails
- Use mail merge for efficiency
- Track opens with Mailtrack

Wednesday (1 hour):

- Call 10 strategic contacts
- Coffee with 1 connector
- Update CRM with intel

Friday (1 hour):

- Check distress signals
- LinkedIn employee research
- Follow up on responses

Total: 4 hours/week = 10-15 opportunities

The Fortune Is In The Follow-Up

80% of deals happen after the 3rd contact. Most buyers quit after one email. Don't be most buyers.

Follow-up sequence:

- Day 1: Initial email
- Day 8: "Just following up"
- Day 30: "Still interested, here's proof of funds"
- Day 90: "Bought competitor, you're next?"

Your Next Action

1. Pick ONE business type (painting, HVAC, etc.)
2. Find 50 local businesses in that niche
3. Send the template email to all 50 TODAY
4. Set calendar reminders for follow-ups

Remember: While others are browsing BizBuySell, you're talking to owners who haven't even decided to sell yet. That's your unfair advantage.

This is document 7 of 20 in the Blueprint Starter Pack. The complete Blueprint System contains 67 total documents including advanced negotiation scripts, creative financing structures, and complete due diligence frameworks.

Ready for everything? Visit myleskameron.com/blueprint

P.S. Used this system and found a deal? Reply to any of my emails. Blueprint buyers get first look at co-investment opportunities.