

DOCUMENT #14

The Blueprint System™ - Deal Sourcing Series

Hidden Deal Sources Nobody Checks

While everyone fights over the same listings on BizBuySell, smart buyers are finding deals in places nobody else looks.

The Numbers Don't Lie:

Public Listings: 50-100 buyers per deal

Hidden Sources: 1-5 buyers per deal

Your Advantage: 10-20X better odds

1. Court Records & Legal Filings

Divorce Court Records

Why it works: Business owners getting divorced often need quick liquidity. Judges push for fast sales.

How to find them:

- Search "[County] Superior Court" + "case search"
- Filter for divorce/dissolution cases
- Look for mentions of "business assets" in filings
- Note: Many counties have online portals (free)


Success rate: 1 in 20 leads to serious conversation

Bankruptcy Filings (Chapter 11)

Why it works: Businesses in Chapter 11 often sell assets to reorganize.

PACER Search Method:

- Register at pacer.uscourts.gov (\$0.10/page)
- Search by business type + your city
- Look for "small business" Chapter 11
- Contact the trustee or debtor's attorney

 **GOLDEN NUGGET:** Estate attorneys handling business probate are goldmines. One attorney = 5-10 deals/year.

2. Industry Associations & Trade Groups

Retirement-Age Member Lists

The Secret: Every trade association knows which members are 60+ with no succession plan.

Script for Association Directors:

"Hi [Name], I specialize in helping association members transition their businesses to the next generation. Do you have members

approaching retirement who might not have succession plans? I'd love to be a resource for them – completely confidential, of course."

Best Associations:

- Local Home Builders Association
- Specialty Trade Contractors (PHCC, NECA, etc.)
- Auto Dealer Associations
- State Restaurant Associations

3. Supplier Intelligence Network

Equipment Financing Companies

Why this works: They know exactly which customers are struggling with payments.

Key Contacts:

- Regional managers at equipment finance companies
- Commercial lending workout departments
- Equipment repo specialists

The Approach: "I help business owners avoid liquidation by facilitating smooth ownership transitions."

4. Municipal & Government Sources

Business License Expiration Lists

The Opportunity: Businesses not renewing licenses are often closing or selling.

How to Access:

- City Clerk's office - request expiring license report
- Many cities post online (search "[City] business license lookup")
- Focus on licenses expiring 60-90 days out

Code Violation Records

Hidden Gold: Businesses with mounting code violations often sell rather than fix.

Best Targets:

- Restaurants with health code issues
- Manufacturing with environmental violations
- Retail with ADA compliance problems

5. Digital Footprint Decay Signals

Website & Social Media Decay

Indicators of a Ready Seller:

- Last blog post 6+ months old
- Social media dormant for 90+ days

- SSL certificate expired
- "Under Construction" pages appearing
- Key employees removed from "About Us"

Tools to Use:

- Wayback Machine - compare site over time
- BuiltWith.com - track technology changes
- LinkedIn Sales Navigator - employee turnover

6. Professional Service Provider Intel 🤝

Commercial Insurance Brokers

Why they're gold: They know when owners are cutting coverage (cash flow issues) or inquiring about sale implications.

Building Relationships:

- Offer to be their "business transition specialist"
- Provide value: Free valuation for their clients
- Focus on brokers with 15+ years experience

ACTION ITEM: The Insurance Broker Play

Email script for insurance brokers:

Subject: Partnership Opportunity – Business Transition Services Hi [Name], I specialize in helping business owners maximize value when

they're ready to transition. Would you be open to a 15-minute call about how I can be a resource for your clients who mention retirement or selling? I recently helped a plumbing contractor get 40% more than his initial broker offered. Happy to share the case study.

7. The "Burnout Indicators" Method 🔥

Finding Burned-Out Owners

Public Indicators:

- Glassdoor reviews mentioning "owner checked out"
- Indeed posts for "General Manager" at small businesses
- Multiple "Operations Manager" postings in 12 months
- Owner's LinkedIn showing new interests/side projects

The Psychology: Owners hire GMs when they're mentally done but not ready to admit it.

8. Landlord & Property Manager Network 🏢

Commercial Property Managers

What they know:

- Which tenants are behind on rent
- Who's trying to break leases
- Businesses downsizing space

- Owners asking about assignment clauses

The Approach: Position yourself as someone who can keep their tenants stable through transition.

The Fortune Is In The Follow-Up

Timing Statistics:

First Contact: 5% ready to sell now

3-Month Follow-up: 15% considering

6-Month Follow-up: 25% ready

12-Month Pipeline: 40% will sell

Your 30-Day Action Plan

Week 1: Legal Sources

- Set up PACER account
- Search local divorce filings
- Contact 3 estate attorneys

Week 2: Association Outreach


- Join 2 local trade associations
- Call 5 association directors
- Attend 1 association mixer

Week 3: Professional Network

- Meet 3 commercial insurance brokers
- Connect with 2 equipment financing reps
- Build relationship with 1 commercial banker

Week 4: Digital & Municipal

- Pull business license expiration list
- Set up monitoring for 20 target businesses
- Research code violations in your area

 **THE MILLION DOLLAR SECRET: One good source can feed you deals for years. An estate attorney sending you 3 deals per year = \$3-5M in acquisitions.**

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