

Tracey Wright ~ Find The Uncommon LLC

Searching for Businesses for Sale: Saas ~ eLearning ~ Marketing (Digital/Content/Newsletters)

Specific Sectors we are very interested in: (However we are always open to unique opportunities!)

1. **Saas:** Marketing Automation, Lead Generation, Market Research/Intelligence Tools, Deal Sourcing
 2. **eLearning:** Bookkeeping, Drone Operation, HVAC and much more
 3. **Marketing:** Digital – Content – Newsletter
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Our Ideal Business Criteria

- **Revenue Range:** \$1–\$10,000,000+
- **SDE/EBITDA:** \$250,000+ (or 20–30%)
- **Net Profit Margin:** 20–30%
- **Business Age:** Established for 5-7+ years
- **Ownership Status:** Privately owned (no franchises)
- **Seller Goals:** Owners planning to retire immediately

We are interested in acquiring businesses where the owner has invested significant time, energy, and care into cultivating a strong, respected brand. Our commitment is to preserve and continue that legacy with the same level of care and passion.

Our Expertise and Background

We have 30+ years of experience in operations, marketing, and business development across multiple industries, with a specific focus on travel and hospitality. Some key highlights:

- **Marketing and Automation:** As the owner of Uncommonly Wright LLC, I specialize in helping businesses with their marketing needs including “done-for-you services” in the areas of automating processes, integrating AI, newsletters and other online marketing.

I have done an extensive number of marketing strategies from printed & online catalog set up/design, website development, social media, email, newsletter design/development, trade shows, direct mail campaigns, content, webinars and online events, referral and JV partnerships.

- **Operational Excellence:** 20+ years of experience managing large-scale inventories (over \$5M) and optimizing shipping, warehousing, and inventory systems.

25+ years of experience in procurement handling all aspects including but not limited to: vendor management, negotiations, market research & analysis, logistics, cost management, software implementation and training.

- **Hospitality Experience:** Over a decade of experience in the hospitality industry, including launching a travel group and collaborating extensively with local travel and hospitality businesses.
- **Entrepreneurial Expertise:** Founded my first business at 24 and successfully scaled multiple ventures since.

- **Transition Support:** Extensive experience assisting in the sale and transition of businesses, including implementing software systems, training teams, and streamlining processes for new owners.

Why Work With Us?

We understand that your company represents your hard work, innovation, and vision, and we are committed to honoring that enterprise. With deep expertise in technology, marketing automation, and business development, we have the skills and resources to scale your business while preserving its identity.

- **Competitive Offers:** We provide fair, market-driven financial terms and are willing to include seller-friendly financial clauses for added peace of mind.
- **Smooth Transition:** Our extensive experience in operations and management ensures a seamless handover for your employees and customers.
- **Making an Impact:** As part of our ownership, we will establish a fund to support **animal shelters and rescues**, helping them save more animals—aligning with our mission of creating a positive impact through business.

Our Acquisition Process

We understand that selling your business can feel overwhelming. That's why our acquisition process is designed to be **transparent, simple, and respectful of your time and goals**:

1. **Initial Conversation:** We start with a confidential discussion to understand your business and your plans.
2. **Evaluation:** We conduct a thorough evaluation to determine the value and growth potential of your business.
3. **Offer Presentation:** You will receive a competitive, fair offer, with financial clauses to protect sellers providing financing.
4. **Transition Support:** We'll ensure a smooth operational transition for your employees, customers, and stakeholders.
5. **Growth and Legacy:** Post-acquisition, we will work to grow your business while staying true to its culture and values.

Contact Us Today

Are you ready to discuss how we can continue your enterprise growth while helping you move forward into retirement? Let's explore how we can create a win-win opportunity.

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We would love the opportunity to speak with you about your business and how we can help. Contact us today to schedule a confidential conversation!