The owner who can see what's next *is the owner who signs.*

Every investment banker and business broker knows the owner who should sell and keeps stalling. The market is right, the numbers work, and the LOI sits unsigned because they can't picture life the Monday after close. LifeWise Exit gives them that picture, and gives you **an owner ready to sign**.

What LifeWise Exit does

Cindy Jennings works the personal side of the sale with the owner who hasn't committed yet: a structured 1:1 engagement via video, spouse or partner included. The deliverable is the LifeWise Blueprint, a concrete ten-year plan for life after the sale, with a Decision Compass for everything that comes calling once the wire clears.

The heaviest work happens in the first two months. An owner who starts now has clarity before your next window opens, and monthly check-ins carry them through close and beyond.

How it fits your process

START EARLY	Ideal while the owner is still deciding. Equally valuable during a live transaction or after closing, but starting before the LOI creates the best conditions.
WHO PAYS	Before an LOI, typically the owner. After, some firms sponsor it as part of their service.
CONFIDENTIAL	Disclosure is at the client's discretion. Relevant takeaways flow back to you where they help timing.
EASY INTRO	Talking points provided. Cindy will join a seller conversation directly where useful.

Three things this does for your pipeline

Hesitation becomes a signed LOI

An owner who has worked through the after is an owner who can commit. Personal readiness is what turns "someday" into a signature.

Warm leads stay warm

The fence-sitter who won't transact today gets something of genuine value from you while the relationship matures. When they are ready, you are the call they make.

Timing you can trust

A spouse with different assumptions or an owner who can't picture the next chapter will push a launch by quarters. Surfacing that before anything is signed protects your timeline.

3 in 4

Three in four owners profoundly regret selling within a year of the deal. Sellers can feel that risk coming, and it is exactly what keeps them on the fence.

EXIT PLANNING INSTITUTE

Not ready for a call?

Send the owner the free LifeWise Snapshot. About twenty minutes, six dimensions, and they see the gap themselves.

snapshot.lifewiseexit.com

"I hesitated to sell because I couldn't picture what came next. LifeWise gave me that clarity. Now I'm pursuing new opportunities that truly excite me."

Mark T. Post-exit business owner

Got a fence-sitter in mind?

A 30-minute conversation with Cindy Jennings, most useful when grounded in a real seller situation. You will leave with a clear sense of whether this belongs in your process.

Schedule a Call

Prefer email first? support@lifewiseexit.com