



# Technology and AI: The Future of Business Brokering

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George Wellmer  
Founder of Tupelo

# Hello! I'm...

Agenda!

I will be talking about this.

Chapter 1 Market Research

Chapter 2 Changes to the Industry

Chapter 3 Technology and AI

George Wellmer  
Founder of Tupelo

Software, Valuations, Sun Glass Roll Up, SBA, M&A Banking, &  
Y Combinator Alumni



Carolinas-Virginia  
Business Brokers Association  
Serving North Carolina, South Carolina, and Virginia



tupelo

# Chapter 1 Market Research

Tupelo has interviewed roughly 1,000 business brokers and M&A advisors across the United States and Canada.

Chapter 1 Market Research

Chapter 2 Changes to the Industry

Chapter 3 Technology and AI

# Market Research

## What has the SMB M&A market historically looked like?

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1.

2.

3.

### Broker Profile

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1. Sold a business
2. Lifer
3. Adjacent Industry
  - A. Real Estate
  - B. Lawyer
  - C. CPA

### Seller Leads

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1. COIs
2. Mailers
3. Cold Calling
4. Drop Cards

### Firm Structure

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1. Independent
2. Inquiry Routing
  - a. Relationship
  - b. Listing

# Market Research

## Ambitions of your historic broker

1.

2.

3.

Growth

I want to sell as many businesses as I can



Stable

I want to sell ~3 listings a year.



## Ambitions

1. Specialize in specific verticals
2. Sell more listings
- 3. Sell bigger deals**

# Market Research

## Advisors have successfully deployed two strategies to find buyers

- 1.
- 2.
- 3.

### Fish



#### Profile

- Business Broker
- Main Street



#### BizBuySell

- Post on listings site(s)



#### Unknown

- Buyers are unknown individuals

### Hunt

#### Profile



- M&A Advisors
- "Middle Market"

#### Bidding



- A bidding process is ran and various offers are presented to the seller

#### Known



- Good idea who the potential buyers are

# Market Research

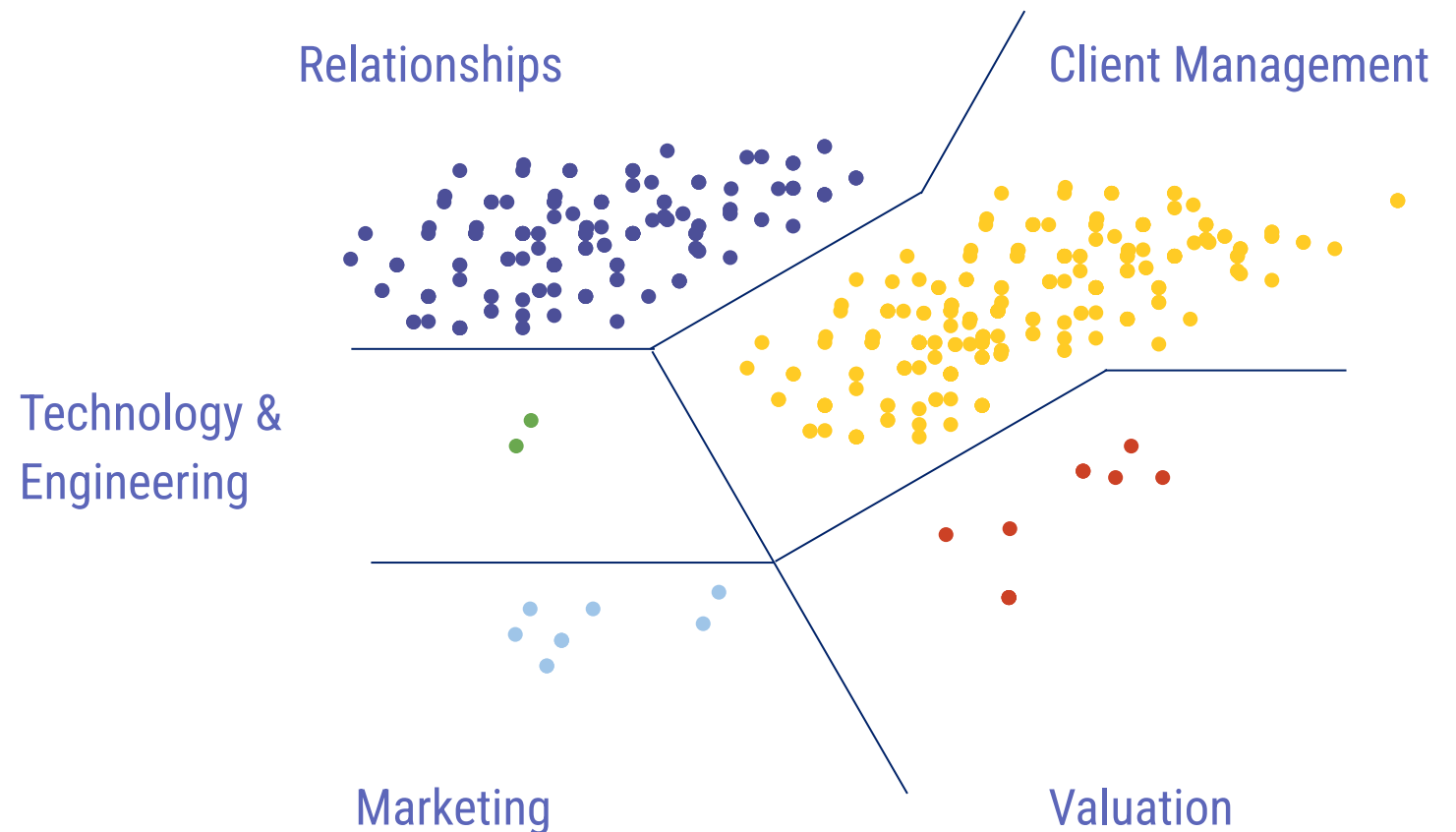
1.  
2.  
3.

## Brokers skills are concentrated

**Identical:** In the business broker industry, a clustering of similar skills can blur the lines between practitioners. It's often challenging for customers to distinguish one broker from another.

**Unknown:** The business broker sector remains a relatively undiscovered realm, mainly due to its homogeneous composition. Even potential customers may not be familiar with the field.

**Moat:** There is a moat to become a business broker, sufficient cash reserves as pay cycles are bumpy, particularly when starting off.



Chapter 1 Market Research

Chapter 2 Changes to the Industry

Chapter 3 Technology and AI

# The Future of Business Brokering

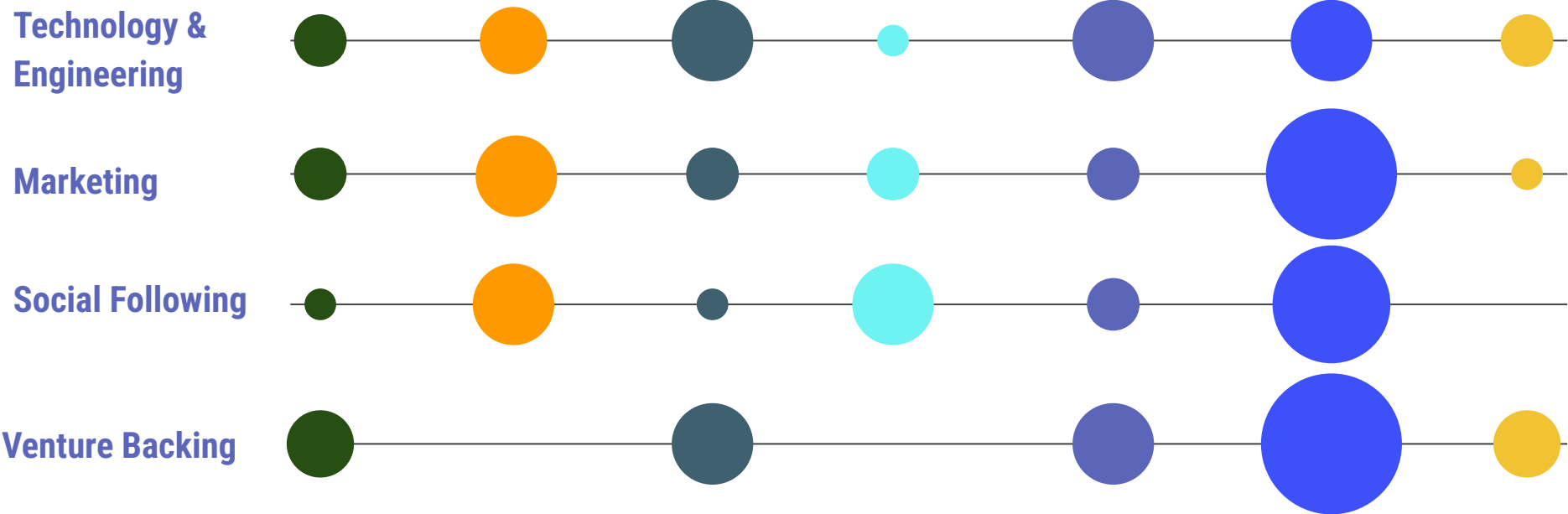
Our industry is undergoing a transformation, and the traditional methods of selling businesses, which were effective in the past, may not always align with the evolving landscape.



# Changes to the Industry

- 1.
- 2.
- 3.

## New brokerage firms are emerging with a different set of skills



# Changes to the Industry

## Clint Fiore Bison Business Brokers - "New Aged Business Broker" Presentation TABB

- 1.
- 2.
- 3.

**Hire 1** CRM

**Hire 2** Executive Assistant

- Review and Flag Emails
- Schedule Meetings

**Hire 3** Administrative Assistant

- Create Deal Teasers
- Screen Buyers

**Hire 4+** Analysts

- Valuations
- Screen Sellers
- Broker Smaller Deals
- Find New Leads



# Changes to the Industry

## Brokerage firms are drawing inspiration from investment banking models

1.

2.

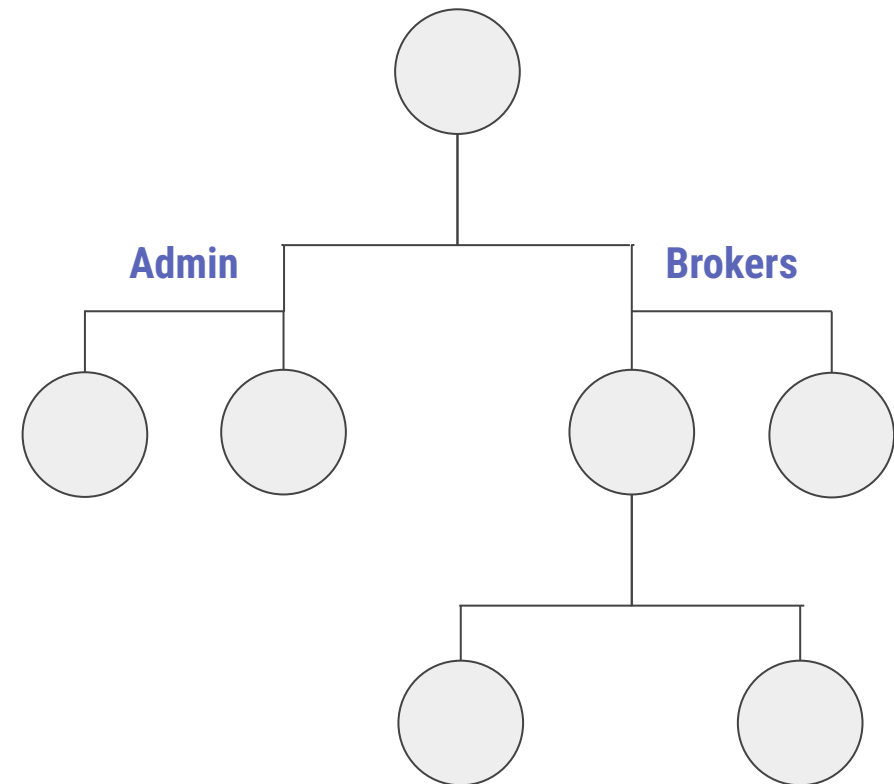
3.

**Team:** The world of brokering is shifting towards a more collaborative approach.

**Admin:** Administrative support staff plays a crucial role in allowing brokers to dedicate their efforts to identifying new sellers and engaging with genuinely interested buyers.

**Organization Visibility:** Every broker has access to all contacts, and leads are collaboratively managed by multiple brokers, fostering a shared perspective across the organization.

**Shift from 1099 to W2**



# Changes to the Industry

## Marketing BizNexus & OutFlow - CVBBA & TABB

1.

2.

3.

### Specialization

1. Target prospective sellers
2. Creating messaging that is cohesive
3. Knowledge of the industry

### Multi Channel Marketing

1. Lead Scoring
  - a. Automations
2. Email, Mail, LinkedIn, Call, etc.
3. Creating a digital profile

**Their services function just as much  
for brokers as buyers**





# Changes to the Industry

## Buyers are paying for and deploying the same systems as brokers

1.

2.

3.

| Company                                                                             | Price              | Description                                                                                |
|-------------------------------------------------------------------------------------|--------------------|--------------------------------------------------------------------------------------------|
|    | \$299 per month    | Outsource deal sourcing agent that aggregates high-quality deals.                          |
|    | \$200 per month    | Private, deal-sourcing network for experienced lower and middle-market M&A professionals.  |
|   | Scales with reach  | Outsources M&A deal origination.                                                           |
|  | Free               | Facilitates the free, open, transparent sharing of quality deal flow.                      |
|  | \$1,000s per month | Deal origination platform that generates leads via email marketing and LinkedIn messaging. |

# Changes to the Industry

- 1.
- 2.
- 3.

## Emerging BizBuySell challengers



# Changes to the Industry

## Real estate titans expanding into business brokerage



### Armed with:

- Thousands of agents
- Massive internal referral network
- Budget and appetite for technology
- Sophisticated training programs
- Practiced negotiators
- Skilled client managers

1.

2.

3.

# Changes to the Industry

## Buy Side Representation

1.  
2.  
3.

A growing number of brokers are offering buy-side representation services on a monthly recurring revenue model.



Carolinas-Virginia  
Business Brokers Association  
Serving North Carolina, South Carolina, and Virginia



**TABB, INC.**  
TEXAS ASSOCIATION  
OF BUSINESS BROKERS



# Changes to the Industry

## Thought leaders in the SMB acquisition space are not brokers



**Jon Matzner** ✓  
@MatznerJon

Every time you see a biz on bizbuysell, remember who already decided not to buy it:

1. The broker
2. The professional service providers
3. The employees
4. Competitors already in the sector, with access to financing

If you can't figure out why those people said no, you're the sucker.



**Matthias Smith, CEO - Pioneer Capital A...** ✓ @SBA\_Ma... · Feb 4 ...

Your seller's business broker pitching you on a 5x deal with ridiculous add backs 🙄

🚫 Do not pass go 🙄 🚫

🚫 Do not collect \$200 💰 🙄

🚫 Onto the next CIM 🙄 🙄



**Clint Fiore** 🚫 🙄 **DM for Biz Deals** ✓ @ClintFiore · Jan 11, 2022 ...

Most business brokers suck.

But the good ones are worth their weight in gold and have more work than they can keep up with. That's why I got into this gig... Not much competition. Hard to break into (so good moat). Easy to shine.

SEARCHFUNDER.com

**Sorry, but you are a  
broker's worst nightmare  
... and how to fix it**



**Andrew Pierno** ✓ @AndrewPierno · Feb 13 ...

small businesses and brick & mortars are not on LinkedIn or Twitter, they're on Google maps 🤖

i wrote a script to scrape listings from google maps and download them as csv  
- Phone number  
- Website URL  
- Address  
- Rating

## Popular Blogs & Newsletters

1. [Owned and Operated](#)
2. [SMBAcquisitionAttorney's Substack](#)
3. [Acquisition Odyssey](#)
4. [Contrarian Thinking](#)
5. [Chrisxmun](#)
6. [DueDilio](#)
7. [Anon Investor](#)
8. [The Business Academy](#)
9. [BigDeal Small Business](#)
10. [D&H](#)

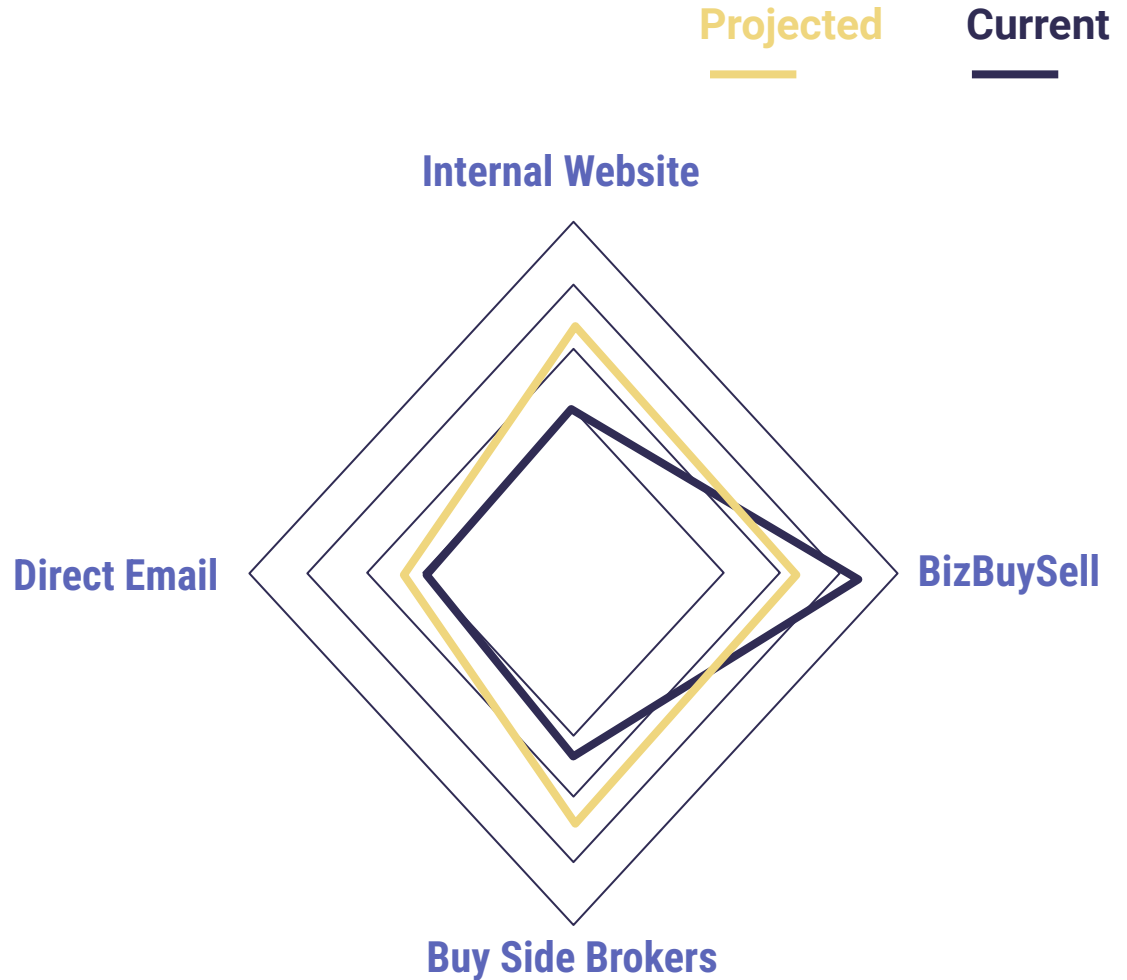
# Changes to the Industry

- 1.
- 2.
- 3.

## Will BizBuySell remain the best listing site?

|                                                                                                                                                                            |                                                                                                                                                                  |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  <p><b>Brokers</b><br/>90% of brokers will post all of their businesses to BizBuySell</p> |  <p><b>Updates</b><br/>2+ updates are made on an avg. listing</p>              |
|  <p><b># of Listing Sites</b><br/>Broker post listings to 1-4 sites</p>                  |  <p><b>Secondary + Listings</b><br/>Cross selling listings is very common</p> |

List of 500+ websites for buying and selling businesses



# Chapter 3 Technology and AI

Chapter 1 Market Research.

Chapter 2 Changes to the Industry

Chapter 3 Technology and AI

M&A intermediaries have never had access to more powerful technology than they do now, and this is just the beginning.

# Technology and AI

1.

2.

3.

## What is AI?

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### **Artificial Intelligence (“AI”):**

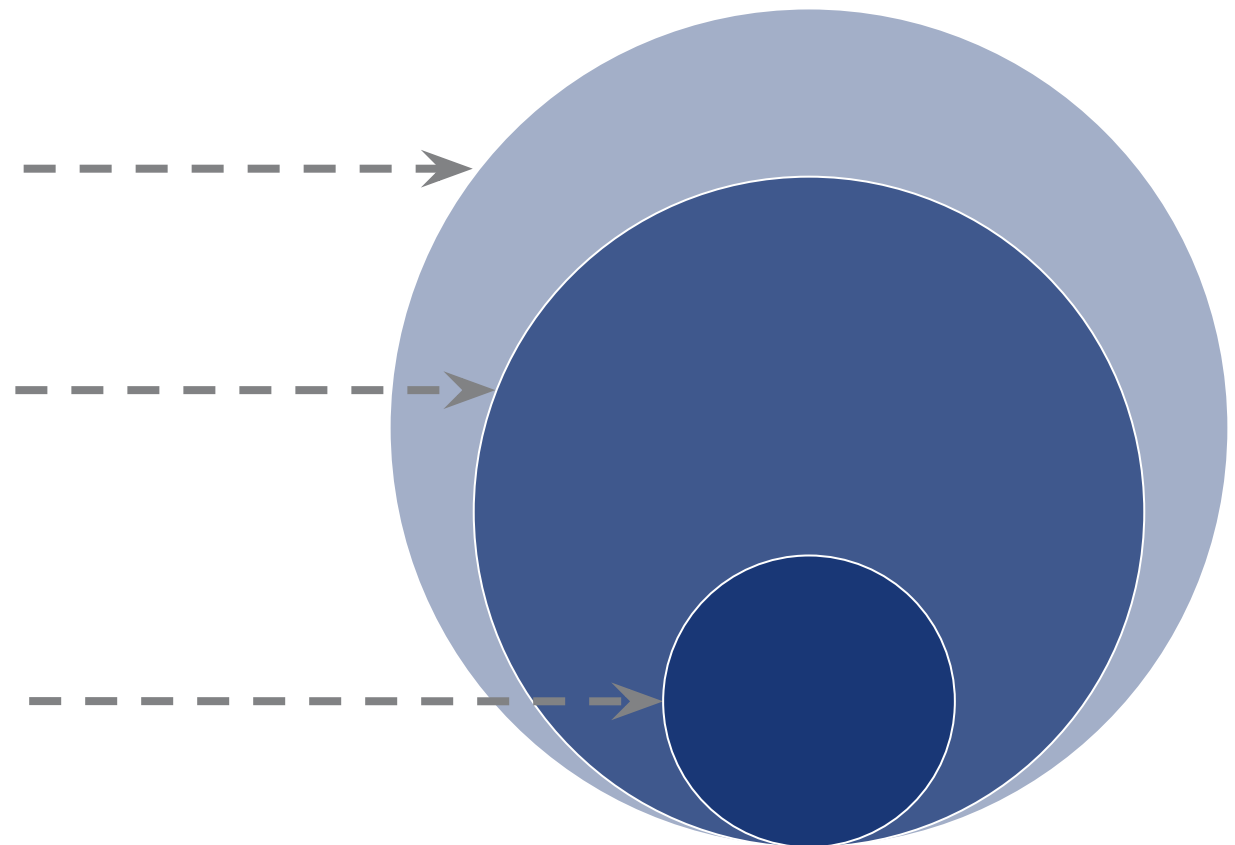
is a broad field of computer science focused on creating machines capable of performing tasks that typically require human intelligence.

### **Machine Learning (“ML”):**

is a subset of AI that involves the development of algorithms that allow computers to learn and make predictions or decisions without being explicitly programmed for each task.

### **Natural Language Processing (“NLP”) Models:**

specific types of ML models designed to understand, interpret, and respond to human language in a useful way.



# Technology and AI

## How does an AI learn?

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1.

2.

3.



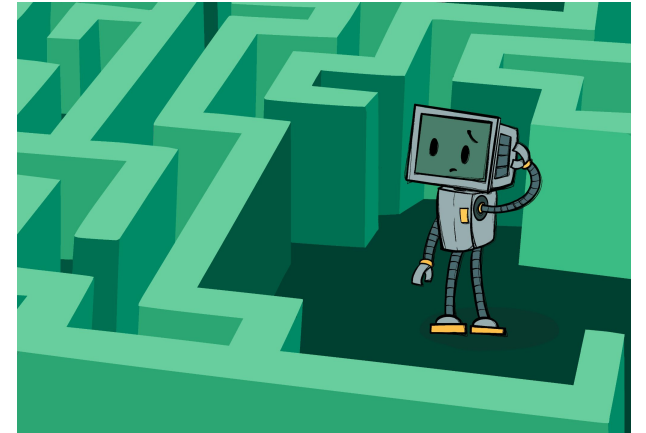
### Supervised Learning

a type of ML where the algorithm is trained on a labeled dataset. This means the data is already tagged with the correct answer or outcome.



### Unsupervised Learning

involves training the algorithm on data that is not labeled. The system tries to learn the patterns and structure from the data without guidance.

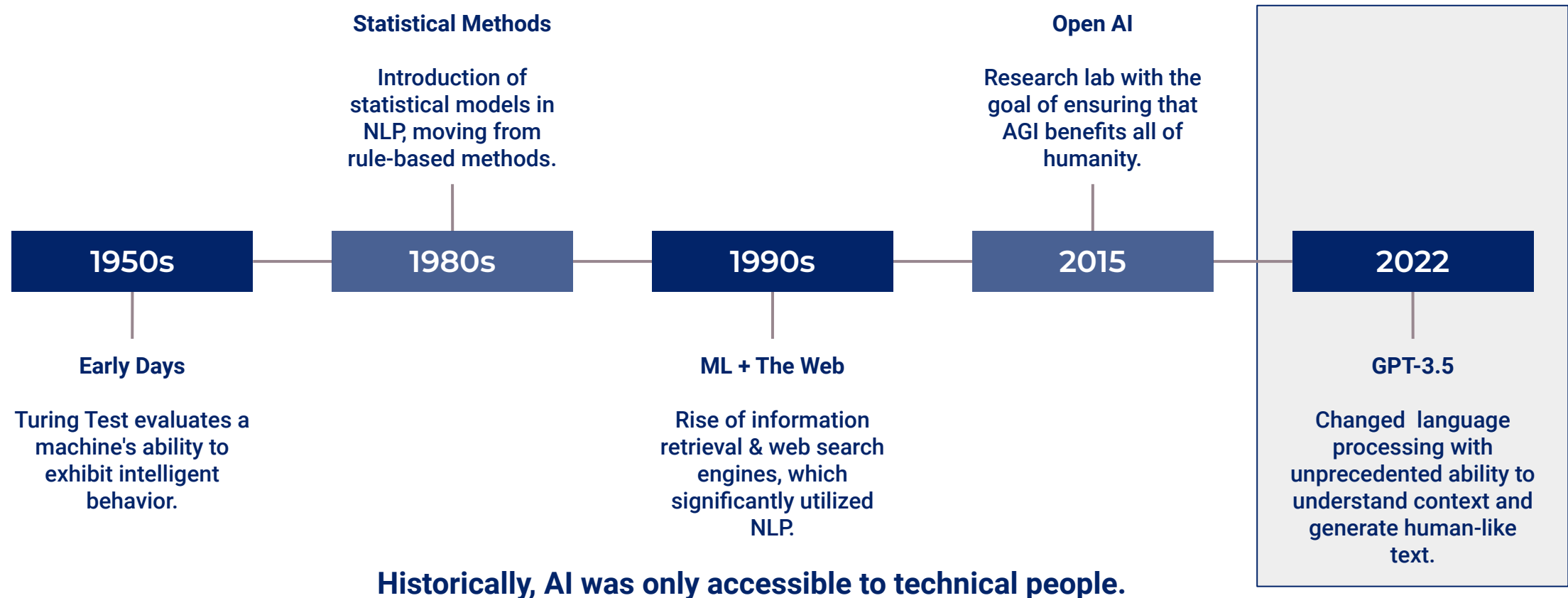


### Reinforcement Learning

trains the algorithm from an environment through interactions and feedback (rewards or penalties).

# Technology and AI

## Why is it so popular now?



1.

2.

3.

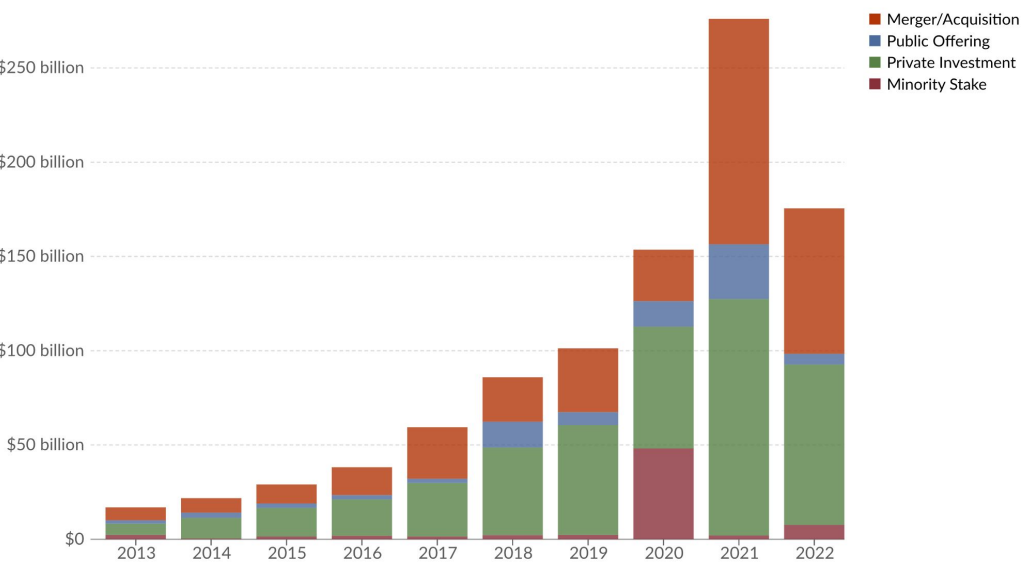
# Technology and AI

1.  
2.  
3.

## The rise of AI is like nothing history has seen

### Annual global corporate investment in artificial intelligence, by type

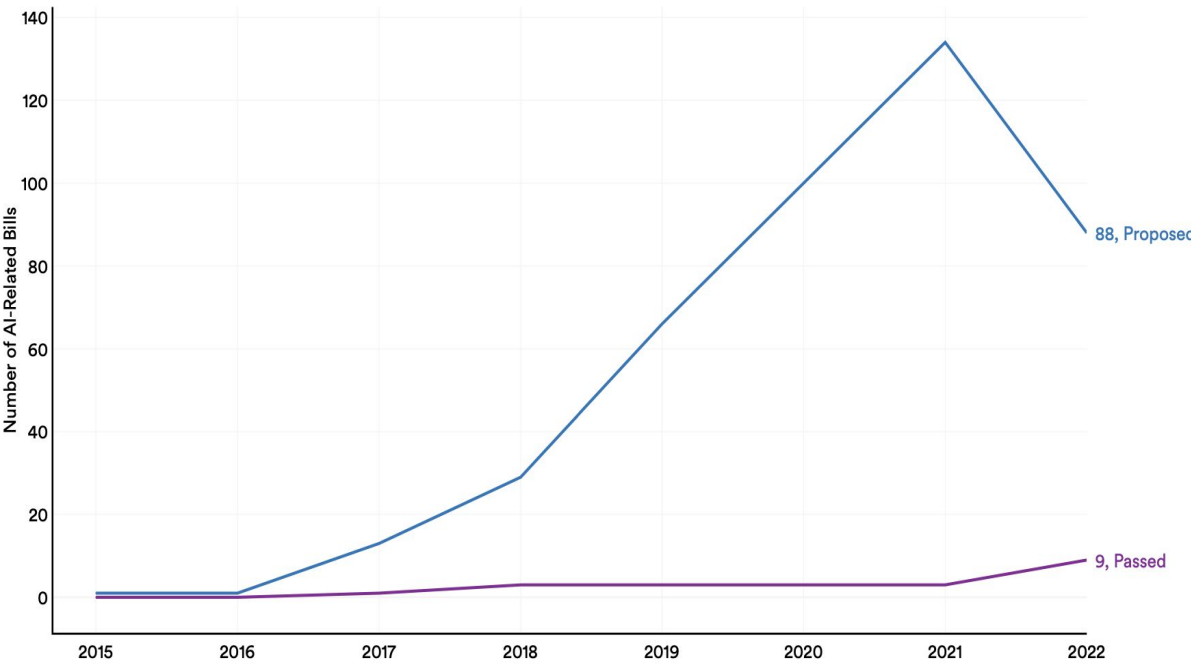
This data is expressed in US dollars, adjusted for inflation.



Data source: NetBase Quid via AI Index Report (2023) [OurWorldInData.org/artificial-intelligence](https://OurWorldInData.org/artificial-intelligence) | CC BY  
Note: Data is expressed in constant 2021 US\$. Inflation adjustment is based on the US Consumer Price Index (CPI).

### Number of AI-Related Bills in the United States, 2015–22 (Proposed Vs. Passed)

Source: AI Index, 2022 | Chart: 2023 AI Index Report



# Technology and AI

## Is AI doing anything?

1.

2.

3.



### Copy

The emergence of ChatGPT and Google Bard has empowered individuals to enhance their writing efficiency.



### Chatbot

Companies such as Booking.com, Tripadvisor, Salesforce, and others are leveraging AI chatbots for customer support, scheduling, and personalized recommendations.



### Images

Producing graphics and enhancing photos has never been easier.



### Financial

AI has the capability to spread financials and generate projections.



### Healthcare

AI algorithms analyze medical data to assist in diagnostics, treatment planning, and developing personalized medicine strategies.



### Marketing

AI analyzes customer data to personalize marketing efforts, target advertisements, and optimize customer experiences.



# Technology and AI

## What can't AI do?

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1.

### Handling Ambiguity and Uncertainty:

AI systems prefer clear, structured data and can **struggle with ambiguous scenarios** or data that is not well-defined or is incomplete.

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2.

### Physical World Interaction:

While there are advancements in robotics, AI still faces **challenges in seamlessly interacting with the physical world**, especially in uncontrolled environments. Tasks that require fine motor skills or adaptability to a wide range of physical scenarios can be difficult.

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3.

### Data Bias and Fairness:

**AI systems can perpetuate and even amplify biases** present in their training data. Ensuring fairness and avoiding bias in AI models, particularly in sensitive areas like facial recognition or predictive policing, is a significant challenge.

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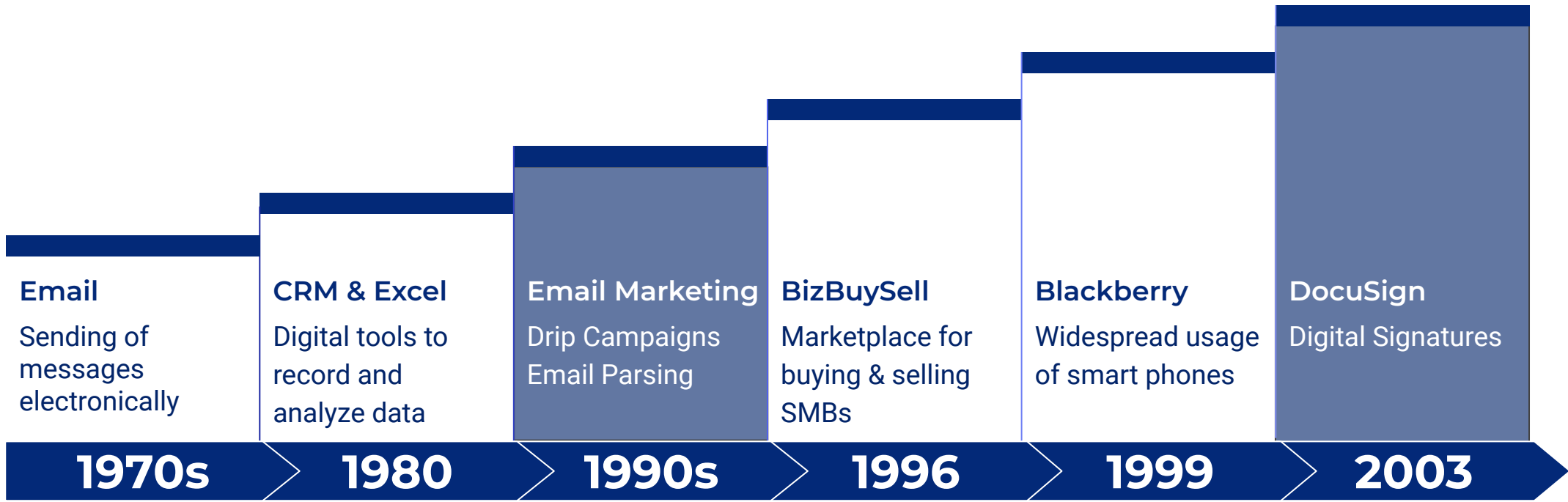
### Generalization and Transfer Learning:

AI models are generally trained on specific tasks and can **struggle to generalize knowledge** to new, unseen scenarios or tasks that are significantly different from their training data.

# Technology and AI

## Historically what technology has impacted the brokering of SMBs

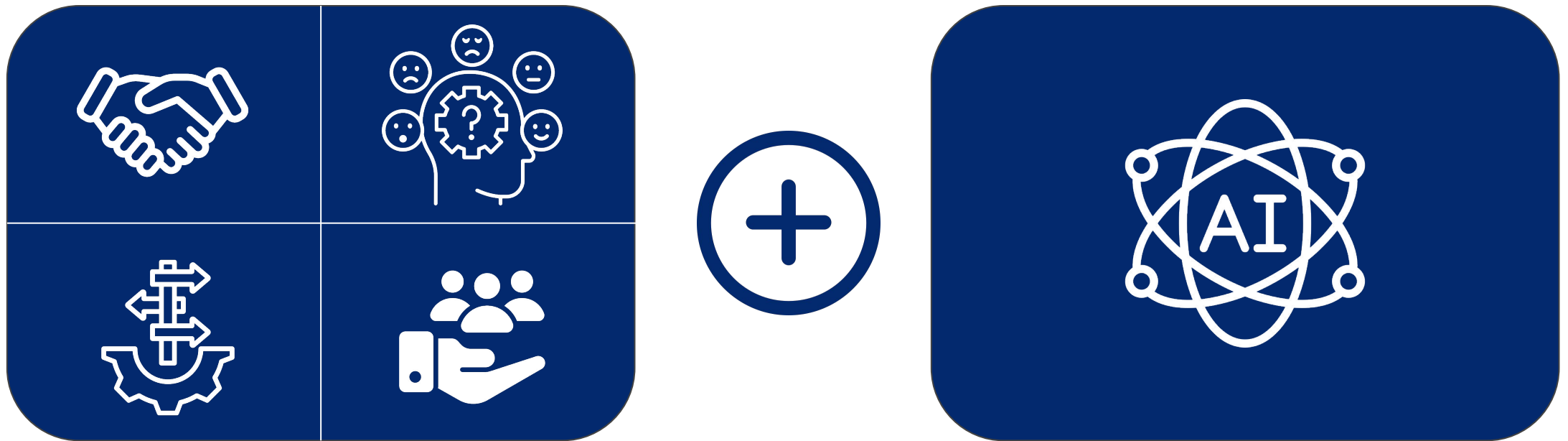
- 1.
- 2.
- 3.



Why - (1) ~ 80% of the industry does not want to grow, (2) lack of technology adoption and understanding, (3) you don't need to be GREAT to make money, (4) brokers have thin budgets, (5) cashflow is lumpy creating a hesitancy to make investments

# Technology and AI

## How will AI impact business brokering?



**Technology will not replace good business brokers and M&A advisors,** it will enable them to provide a higher level of service to a larger number of business owners.

- 1.
- 2.
- 3.

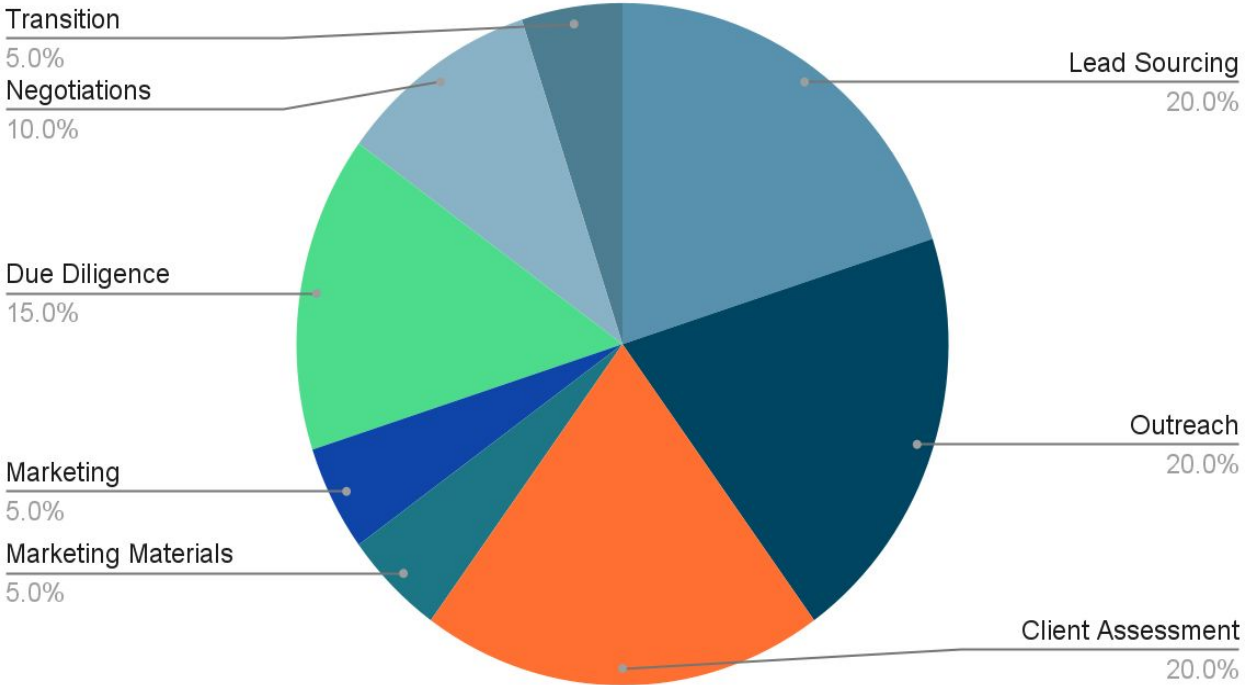
# Technology and AI

- 1.
- 2.
- 3.

## Implementing AI into the process



### Time




# Technology and AI

## Lead Sourcing - traditional methods + AI-augmented approaches

1.  
2.  
3.

**Referral Network** 

- Accountants & CPAs
- Insurance
- Wealth Managers
- Upmarket Advisors
- Banks
- Real Estate Agents

**Contact Lists** 

- Zoom Info
- Dun & Bradstreet

**In person** 

- Attending and or participating in:
- Associations
  - Industry conferences
  - Training seminars

**Outsource** 

- Lead origination is done by a third party
- Outflow
  - BizNexus


### Technology + AI Toolkit

1. Kalendar.ai
2. Inven.ai
3. Openlead.ai
4. Cleed
5. Leadsourcing.co
6. Apollo

# Technology and AI

## Lead Sourcing - Kalendar.ai

- 1.
- 2.
- 3.

| Company                                                                                                      | Price                                                                                                                                                                          | Description                                                                                                                                                                  |
|--------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  <p><b>Kalendar.ai</b></p> | <p>\$850 per month</p> <ul style="list-style-type: none"><li>+ \$2 per verified human chat visitor</li><li>+ \$10 per conversation</li><li>+ \$50 per meeting booked</li></ul> | <p><b>KalendarAI</b> generates meetings on autopilot by engaging your potential customers from a verified database of 300+ million contacts with personalized email ads.</p> |

# Technology and AI

## Lead Sourcing - Apollo.io

- 1.
- 2.
- 3.

| Company                                                                            | Price                                                       | Description                                                                                                                                                                                            |
|------------------------------------------------------------------------------------|-------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  | Free - \$119 per month<br><br>Estimated spend: \$79 a month | <b>Apollo.io</b> is “the world’s most up-to-date lead database.” Apollo powers your end-to-end sales process with 275M leads and automates the perfect next step to engage clients and win more deals. |

**Tip:** Combine Apollo.io with LinkedIn Sales Navigator to target leads more efficiently.

# Technology and AI

## Outreach - add AI & tech to traditional engagement approaches

1.  
2.  
3.

**Multi Channel** 

- Snail mail
- Email
- Cold calls
- Drop cards
- LinkedIn Messaging

**Domain Experts** 

Creating content and speaking at industry events to establish themselves as an expert in specific vertical(s).

**Waiting** 

This is arguably the most common form of business development, waiting for referral partners to forward along opportunities.

**Outsource** 

- Lead generation and outreach is done by a third party
- Outflow
  - BizNexus

### Technology + AI Toolkit

1. Luna.ai
2. Apollo & Kalendar.ai
3. Email Marketing Software - eg. Mailchimp
4. Reachout.ai
5. SaleeAI
6. Clay



# Technology and AI

## Outreach - luna.ai

- 1.
- 2.
- 3.

| Company                                                                                                                                                                                                                                                                                                                       | Price                                                          | Description                                                                                                                                                                                       |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  The logo for Luna.ai features a stylized circular icon on the left, composed of overlapping segments in shades of purple, pink, and orange. To the right of the icon, the text "luna.ai" is written in a bold, lowercase, sans-serif font. | Free - \$2,500 per month<br><br>Estimated spend: \$360 a month | <b>Luna.ai</b> is an AI powered lead sourcing and outreach platform with over 275M contacts. Luna.ai markets itself on highly polished emails to focus on quality over quantity in cold outreach. |

# Technology and AI


## Outreach - Reachout.ai

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1.

2.

3.

| Company                                                                                                                                                                                                                                                                                     | Price                                                  | Description                                                                                                   |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------|---------------------------------------------------------------------------------------------------------------|
|  The logo for Reachout.ai features a stylized 'A' icon composed of three overlapping triangles in shades of cyan, purple, and blue, followed by the text 'reachout.ai' in a bold, black, sans-serif font. | \$249 - \$699 1x payment<br><br>Estimated spend: \$249 | <b>Reachout.ai</b> creates AI powered personalized 1:1 videos that are sent to prospective clients via email. |

**Tip:** (1) Combine Reachout.ai to your existing email drip campaigns.(2) Highlight sold, and active listings so prospects know you have experience selling companies similar to theirs.

# Technology and AI

## Client Assessment - incorporating AI to aligning, analyzing, and appraising

- 1.
- 2.
- 3.

**Interview** 

An instrumental part of the client assessment process is interviewing the client and understanding their story.

**Databases** 

- Business Reference Guide
- BVR DealStats
- IBIS World
- Pitchbook
- Biz Comps

**Nothing** 

Many M&A advisors elect not to value the business, and bring the business to market without a price.

**Outsource** 

Hiring a third party valuation expert to value the business and generate a report with appropriate rationale.

### Technology + AI Toolkit

1. Otter.ai
2. Layer
3. Professional Market Analysis
4. Beaseness
5. Trendata

# Technology and AI

## Client Assessment - Otter.ai


- 1.
- 2.
- 3.

| Company                                                                                              | Price                                                 | Description                                                                                                                  |
|------------------------------------------------------------------------------------------------------|-------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------|
| <br><b>Otter.ai</b> | Free - \$20 1x per month<br><br>Estimated spend: Free | <b>Otter.ai</b> is an AI meeting assistant that records audio, writes notes, captures action items, and generates summaries. |

# Technology and AI

## Client Assessment - Professional Market Analysis

- 1.
- 2.
- 3.

| Company                                                                                                                       | Price          | Description                                                                                                                                                                                                                    |
|-------------------------------------------------------------------------------------------------------------------------------|----------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  <p><b>Professional Market Analysis</b></p> | \$20 per month | <p><b>Professional Market Analysis</b> is layered on top of ChatGPT4 and is an AI powered research analyst. Simply enter in your market research questions and the AI will comb the internet to find relevant information.</p> |

# Technology and AI

## Marketing Materials - use AI to enhance flow and design

1.

2.

3.

**Powerpoint & Google Slides**



Building slide decks using powerpoint and google slides.

**Outsource**



Hiring third parties, like MOD Assistants, to build marketing material.

**Templates**



Standardizing CIM, CBR, and teaser templates. Some firms have technology to auto generate teaser templates.

**Nothing**



Some firms elect not to create any marketing material.

### Technology + AI Toolkit

1. Google Slides
2. Powerpoint GPT
3. Canva
4. Beautiful.ai
5. Slide.ai

# Technology and AI

## Marketing Materials - PowerPoint GPT

- 1.
- 2.
- 3.

| Company                                                                                                         | Price          | Description                                                                                                                           |
|-----------------------------------------------------------------------------------------------------------------|----------------|---------------------------------------------------------------------------------------------------------------------------------------|
|  <p><b>PowerPoint GPT</b></p> | \$20 per month | <b>PowerPoint GPT</b> uses AI to create high quality presentation outlines ensuring your flow is understandable and highly effective. |

# Technology and AI

## Marketing Materials - Instant

- 1.
- 2.
- 3.

| Company                                                                                          | Price              | Description                                                                                          |
|--------------------------------------------------------------------------------------------------|--------------------|------------------------------------------------------------------------------------------------------|
|  <b>instant</b> | 75 cents per slide | <b>Instant</b> is an AI presentation tool to create fully-editable slides directly in Google Slides. |



# Technology and AI

## Listing & Interest Management - integrating technology into established processes

1.

2.

3.

### Marketplace(s)



Mainstreet businesses are sold on BizBuySell, putting the listings up and making them attractive is a well established process, which experienced buyer and google knows.

### Outreach



An infrequent practice, but highly effective is leveraging your database to showcase opportunities.

### Confidentiality



Sending and cataloguing of NDAs is the norm and automating this step is increasingly more common.

### Vetting



The majority of advisors vet buy buyers in two folds, collecting a buyer profile, often at the point of interest, and interviewing the prospective.

### Technology + AI Toolkit

1. Wonderchat.io
2. ChatGPT
3. Kalendar.ai & Apollo.io
4. Email Marketing Software - eg. Mailchimp
5. Professional Market Analysis
6. Twilio

# Technology and AI

## Listing & Interest Management - ChatGPT

- 1.
- 2.
- 3.

| Company                                                                                             | Price                                                                  | Description                                                                               |
|-----------------------------------------------------------------------------------------------------|------------------------------------------------------------------------|-------------------------------------------------------------------------------------------|
|  <b>wonderchat</b> | \$49.99 - \$499.99 per month<br><br>Estimated spend: \$49.99 per month | <b>Wonderchat</b> enables anyone to instantly build AI chatbots from your knowledge base. |

# Technology and AI

## Listing & Interest Management - Wonderchat.io

- 1.
- 2.
- 3.

| Company                                                                                              | Price                                                 | Description                                                                                                                                         |
|------------------------------------------------------------------------------------------------------|-------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------|
| <br><b>ChatGPT</b> | Free - \$20.00 per month<br><br>Estimated spend: Free | <b>ChatGPT</b> is an AI language model developed by OpenAI, capable of understanding and generating human-like text based on the input it receives. |

# Technology and AI

## Due Diligence - technology can enable a smoother streamlined process

- 1.
- 2.
- 3.

**Email** 

Many intermediaries and their clients often overlook the use of specialized software for acquiring and sending documents, instead relying primarily on email.

**Data Room** 

A data room, particularly a virtual data room (VDR), is a secure online repository for storing, requesting, and sharing sensitive documents.

**Banking Relationship(s)** 

Many advisors primarily rely on a select group of bankers for financing. However, recent changes in the SBA's SOP are causing shifts in the lenders historical strike zone.

**Buyer-Led** 

Many buyers prefer to use their own tools during the due diligence process.

### Technology + AI Toolkit

- 1. Stripe + Block
- 2. Quickbooks API

# Technology and AI

## What should I watch out for when using AI?

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1.

2.

3.



**Inaccuracies**



**Black Swan**



**Lack of  
Understand**



**Poor  
User Experience**



**Sharing of  
Confidential Data**

**Tip:** Check your work.

1.

2.

3.

Build a process that puts you in  
front of high intent sellers and  
buyers

# Tupelo data project

## FOIA

Filed a FOIA and aggregated company data

1. Company
2. Owner
3. Contact
4. # of Employees
5. Location
6. NAICS

## Data

Consolidated NAICS, US Census Bureau

1. Median Income
2. Population
3. Population Growth
4. Financial Margins
5. Industry Multiples

## Machine Learning

Trained our data set to predict a company's valuation based the aforementioned inputs.

## Value

We want to value every business in the United States and enable that data to our users

# Tupelo 2024 - automated spreading & valuation

The screenshot displays the Tupelo CRM interface for a company named 'Absolutely Fresh'. The interface includes a sidebar with navigation options like Analytics, Dashboard, Companies, Contacts, My Listings, Inquiries, Unlock requests, Engage clients, Help & Support, User Management, and Collapse Menu. The main content area shows the 'Financial Details' tab, which includes a 'Financial Spreader' table and a 'Company Revenue' table. The 'Company Valuation' is shown as High: \$646,700 and Low: \$942,500. The 'Financial Spreader' table lists documents like Tax Returns, Income Statement, and Balance Sheet for the years 2021, 2022, and 2023. The 'Company Revenue' table shows revenue for the years 2020, 2021, 2022, and 2023. Below these tables are 'Custom fields' such as 'Revenue concentration', 'Key customers', and 'Where revenue is coming from'.

← Back

**Absolutely Fresh** INITIAL MEETING

Company Valuation High: \$646,700 Low: \$942,500

Company Profile Financial Details Data Room Listing Preview

Financial Spreader

| Name                  | Type             | Year |
|-----------------------|------------------|------|
| Tax Returns           | Tax Returns      | 2021 |
| Tax Returns           | Tax Returns      | 2022 |
| Income Statement      | Company Prepared | 2023 |
| Balance Sheet         | Company Prepared | 2023 |
| <a href="#">+ Add</a> |                  |      |

Company Revenue

| 2020                  | 2021           | 2022           | 2023           | + Add |
|-----------------------|----------------|----------------|----------------|-------|
| \$1,000,000.00        | \$1,500,000.00 | \$1,350,000.00 | \$1,900,000.00 |       |
| <a href="#">+ Add</a> |                |                |                |       |

Custom fields

- Revenue concentration  
Top five customers comprise 90% of revenue
- Key customers  
Leslie Alexander 35%, Wade Warren 45%, Mike Petters 20%
- Where revenue is coming from

## Why this matters:

1. Financials are spread into a google sheet or excel doc.
2. Tupelo takes a pass at your initial valuation
3. You'll know multiple ranges for all Naics Codes



# Tupelo 2024 - Quickbooks integration

The screenshot displays the 'Data Room' section for a company named 'Absolutely Fresh'. The interface includes a sidebar with navigation options like Analytics, Dashboard, Companies, Contacts, My Listings, Inquiries, Unlock requests, and Engage clients. The main content area is divided into three sections: 'Documents list', 'Received files', and 'Group file sharing'. The 'Documents list' section shows a table with columns for Document Name, Request From, and Date of Request. The 'Received files' section shows a table with columns for Document Name, Uploaded By, and Upload Date. The 'Group file sharing' section shows a table with columns for Group Name, Shared With, and Created At.

**Documents list**  
Create your documents and request them from the seller.

| DOCUMENT NAME                | REQUEST FROM             | DATE OF REQUEST   |
|------------------------------|--------------------------|-------------------|
| Interim Financial Statements | Mike Petters, Devon Lane | Request not sent. |

**Received files**  
Preview the files uploaded by the seller or upload files yourself.

| DOCUMENT NAME       | UPLOADED BY  | UPLOAD DATE     |
|---------------------|--------------|-----------------|
| Tax_Return_2023.xls | Mike Petters | March 29, 2023  |
| Asset_List_2023.xls | Devon Lane   | January 8, 2023 |

**Group file sharing**  
Create groups, assign people and share documents in an organised manner.

| GROUP NAME           | SHARED WITH | CREATED AT |
|----------------------|-------------|------------|
| No groups available. |             |            |

## Why this matters:

1. Pull financial statements
2. Always know how prospects and portfolio companies are doing
3. Cross sell services

# Chatbot

tupelo Marketplace Deals

## HVAC & Plumbing

Founded in 1992, this Mid-USA commercial & residential HVAC & Plumbing Company is seeking a strategic growth partner to expand on its reputable reputation for quality work in its market area.

The company offers an experienced management team that is able to successfully operate the day-to-day business. [Read more](#)

**Reason for selling**  
Owners approaching retirement but wants to unload the back office management.

**Company details**  
North Carolina, United States  
Address  
County

**Customer type**  
RESIDENTIAL COMMERCIAL  
NEW CONSTRUCTION

**Financing options**  
CASH SBA SELLER FINANCING

### Financial history

See how the company performed in the past years.

| YEAR | REVENUE  | SDE      | SDE MARGIN | SDE MULTIPLE |
|------|----------|----------|------------|--------------|
| 2021 | \$958.3k | \$304.2k | 29%        | \$315.2k     |
| 2020 | \$958.3k | \$304.2k | 40%        | \$315.2k     |

Asking price 0:22

**Vetted + Verified Listing**  
This listing has been vetted by the Tupelo team.

Chat with seller



# Thank you!

Do you have any questions?

[george@tupelosmb.com](mailto:george@tupelosmb.com)

248-832-6919

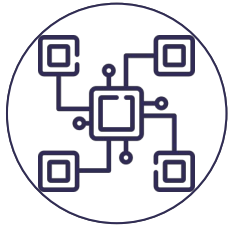
[tupelosmb.com](http://tupelosmb.com)

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# Chatbot

# Tupelo CRM

Tupelo makes powerfully simple software to power the future of business brokering



Integrations



Storage



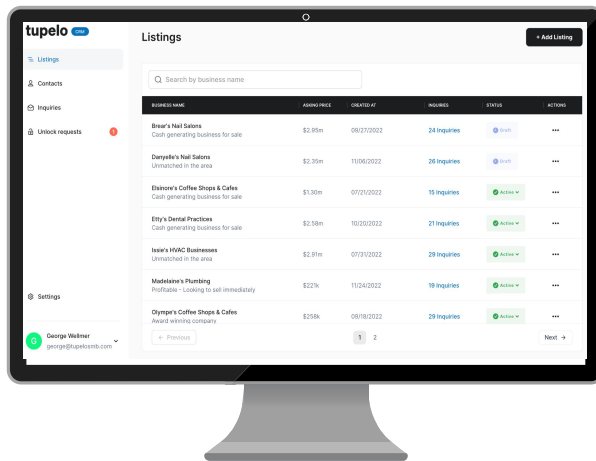
Tracking



Valuation



Sourcing



Find out why brokers love  
Tupelo

Tupelosmb.com  
[george@tupelosmb.com](mailto:george@tupelosmb.com)

# Connected System



## Sellers

- Source leads
- Connect with Quickbooks
- Pre-approved for SBA financing
- Valuation



## Listing

- Generate teasers
- Optimize description
- Contact high quality prospects
- Directly post listings



## Buyers

- Validate buyers
- Automate follow ups
- Filter prospects
- Store



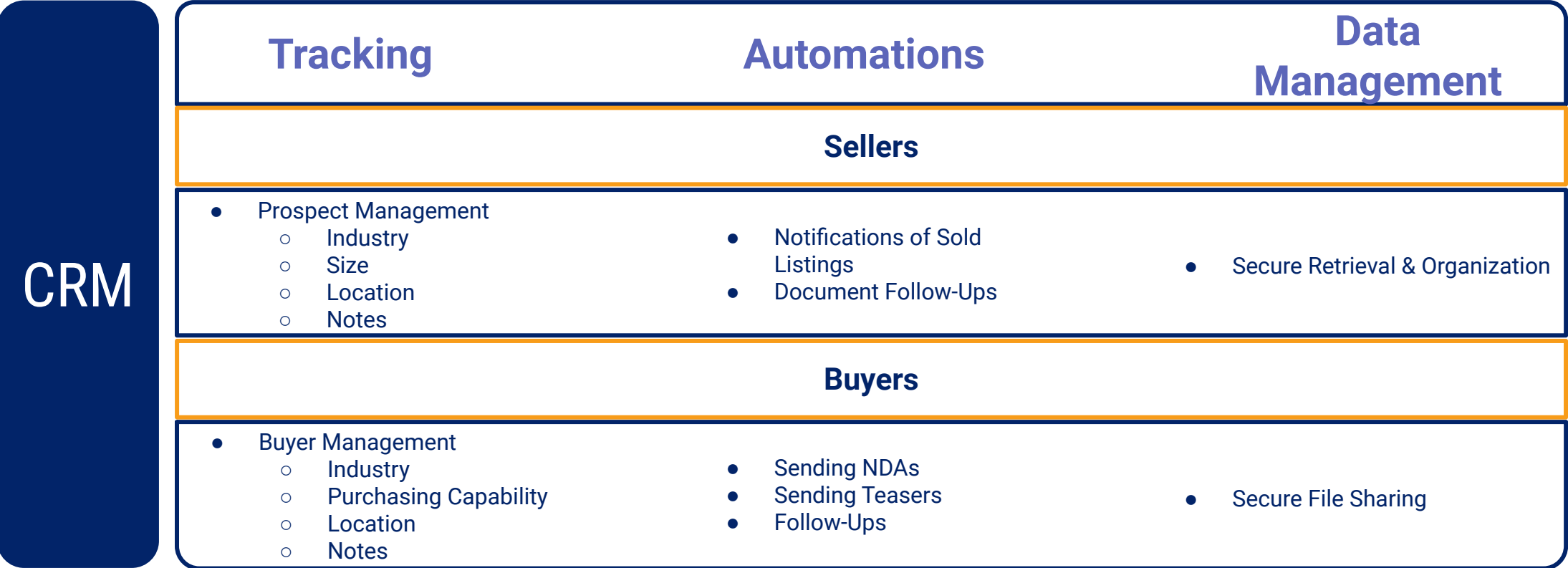
## Banks

- Generate lending demand
- Route pre-approved transactions directly to lenders

# Technology and AI

**“System oriented sales organizations win every time”**

- 1.
- 2.
- 3.



# Technology and AI

## Is AI doing anything?

1.

2.

3.



### Copy

The emergence of ChatGPT and Google Bard has empowered individuals to enhance their writing efficiency.



### Chatbot

Companies such as Booking.com, Tripadvisor, Salesforce, and others are leveraging AI chatbots for customer support, scheduling, and personalized recommendations.



### Images

Producing graphics and enhancing photos has never been easier.



### Financial

AI has the capability to spread financials and generate projections.



### Ideation

AI can enhance the process of tackling complex problems or overcoming writer's block.



### Dynamic

Whether it's generating pricing for fluctuating demand or forecasting inventory needs, AI is assisting operators.



# Technology and AI

## A simplified journey to a sold listing

- 1.
- 2.
- 3.

| Prospecting                                     | Qualification                                                            | Listing                                            | Vetting                               | Sharing                                                            | Closing                                                                        |
|-------------------------------------------------|--------------------------------------------------------------------------|----------------------------------------------------|---------------------------------------|--------------------------------------------------------------------|--------------------------------------------------------------------------------|
| Collecting sellers' contact information         | Determine if this opportunity makes sense                                | Build marketing material and write the listing     | Filter and qualify prospective buyers | Exchange of key data with prospect to enable their decision making | Send key data to respective parties to allow parties to obtain funds and close |
| On average 9 touches are made before a response | Complete preliminary valuation of the company & is that number agreeable | Contact and remind all relevant prospective buyers |                                       | Introduce respective parties                                       |                                                                                |

Minimal technology has been developed for the industry to make brokers' responsibilities easier.

# Technology and AI

## Leveraging technology to craft the most efficient route to a sold listing

1.

2.

3.

### Prospecting

- Source and clean contacts
- Multi channel marketing
- AI driven bespoke email campaigns
- Note taking



### Qualification

- Chatbots to vet prospective buyers and sellers
- Quickbooks integrations to always have updated financials
- Financial forecasting for valuation & SBA prequalification



# Technology and AI

## Leveraging technology to craft the most efficient route to a sold listing

1.  
2.  
3.

### Listing

- CIM generation
- Listing headline and company description
- Review company's legal documents, e.g. lease agreements

beautiful.ai



ChatGPT

### Vetting

- Chatbots to respond to buyer inquiries
- Lead scoring to measure if a buyer is high intent or a "tire kicker."
- Collecting data from buyers, like personal financials, bank statements, Driver's license, etc.



Ultimate.



netomi



Writesonic



PLAID

# Technology and AI

## Leveraging technology to craft the most efficient route to a sold listing

1.  
2.  
3.

### Sharing

- Securely obtaining documents
- Securely sharing documents
- Automatically receiving documents
- Automated reminders



### Closing

- Pre-approve all deals for financing
- Send underwriting ready packages lenders
- Real time feedback to the brokers for deal information and timing

