

Transora Partners Launches to Tackle Growing Crisis of Small Businesses Unable to Transition

Firm addresses the rising number of small businesses failing to sell by helping owners prepare, strengthen, and transition successfully.

TAMPA BAY, FL, UNITED STATES, March 27, 2025 /EINPresswire.com/ -- Each year, tens of

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Tee Gwena

thousands of owner-led small businesses fail to transition successfully, leading to preventable closures, job losses, and community impact. Transora Partners, a pioneering firm focused specifically on addressing this overlooked crisis, officially launches to provide an innovative combination of strategic advisory and specialized “transition capital.”

Despite the critical role small and family-run businesses play—representing nearly half of private-sector employment—they frequently lack access to professional-level support when owners seek retirement or an exit. Industry data indicates that between 70-80% of small businesses put on the market fail to sell, often leading to business closure and devastating job losses.

Transora Partners addresses this growing gap head-on. Unlike traditional private equity or brokerage models, Transora uniquely blends hands-on advisory services with flexible capital solutions designed explicitly to prepare businesses for successful ownership transitions.

“Most firms wait for a business to be ‘ready’ before engaging. That’s the core of the problem,” says [Tee Gwena](#), Managing Partner of Transora Partners. “We founded Transora to flip that model. Our priority isn’t just acquiring companies—it’s investing the time, resources, and capital necessary to build sellable businesses. We preserve legacies, save jobs, and empower owners to exit on their terms.”

The firm’s differentiated approach revolves around three core solutions:

- **Plan & Prepare:** Providing owners who aren't yet ready to exit with strategic support, clarity, and operational guidance to position their business effectively for future transition.

- Partner & Invest: Offering hands-on partnership and specialized “transition capital” to strengthen operations, build leadership depth, and address key readiness gaps, particularly in companies previously unable to attract buyers.

- Exit & Transition: Directly acquiring businesses that are transition-ready today, offering liquidity to owners and preserving business continuity, employee livelihoods, and community legacies.

Transora's leadership brings over 15 years of combined experience in operations, M&A, and private equity in the lower middle market. Frustrated by repeatedly seeing valuable, job-creating businesses fail to transition and subsequently close their doors, the team formed Transora to tackle this challenge head-on.

The logo for Transora Partners features the word "TRANSORA" in a large, bold, dark blue sans-serif font. Below it, the word "PARTNERS" is written in a smaller, all-caps, dark blue sans-serif font with wide letter spacing.

Image Caption: Transora Partners brings transition capital and strategic advisory to owner-led businesses—helping owners exit successfully while preserving jobs and protecting legacies.

“We believe every successful transition is more than a transaction—it’s about people, livelihoods, and communities,” Tee Gwena continues. “By partnering with owners to proactively prepare their businesses, we can reverse the trend of preventable closures and job losses, ultimately strengthening local economies.”

Transora Partners’ distinctive model fills a crucial gap in the market, offering a viable solution for the thousands of owner-led businesses approaching retirement without a clear exit path.

For more information, visit www.transorapartners.com

About Transora Partners:

Transora Partners is a first-of-its-kind transition-focused investment and advisory firm built specifically for owner and family-led businesses. Combining flexible capital, hands-on support, and professional-grade strategic advisory services, Transora Partners helps business owners successfully transition, preserving legacies and protecting jobs and communities nationwide.

Tee Gwena

Transora Partners

media@transorapartners.com

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