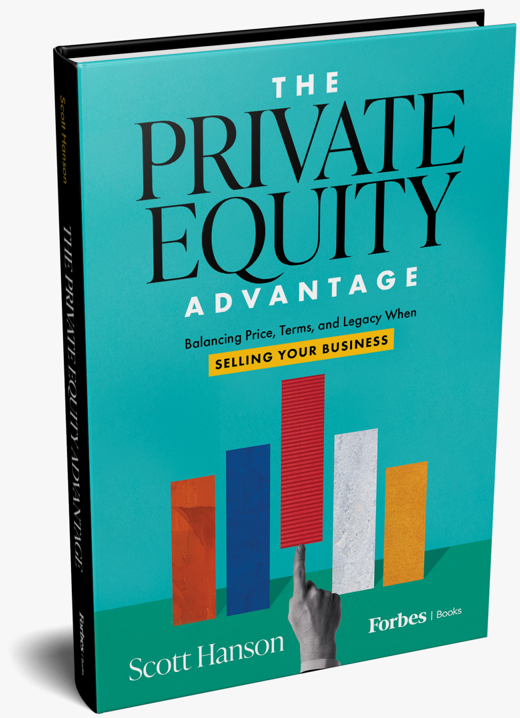
Expert Guidebook Shows Entrepreneurs How to Execute the Most Important Deals of Their Careers

"The Private Equity Advantage: Balancing Price, Terms, and Legacy When Selling Your Business" by Scott Hanson is released with Forbes Books.



Scott Hanson releases "The Private Equity Advantage: Balancing Price, Terms, and Legacy When Selling Your Business" with Forbes Books. ISBN-13: 979-8887507064

NEW YORK, NY, UNITED STATES, August 11, 2026 /EINPresswire.com/ -- "The Private Equity Advantage: Balancing Price, Terms, and Legacy When Selling Your Business" by Scott Hanson is now available on Amazon and other major booksellers. The book is published with Forbes Books, the exclusive business book publishing imprint of Forbes.

For many entrepreneurs, selling a business represents the single most significant financial decision of their careers. Yet too often, owners approach the process without a clear understanding of how to evaluate buyers, structure deals, minimize taxes, or protect the legacy they've spent decades building. In "The Private Equity Advantage," nationally recognized financial expert and cofounder of Allworth Financial, Scott Hanson, helps business owners navigate this pivotal transition with clarity and confidence.

Hanson's firsthand experience founding, growing, buying, and selling businesses—including transactions involving both Fortune 500 companies and private equity firms—illuminates his perspective on why a successful exit requires far more than negotiating the highest purchase price. Instead, he encourages owners to balance financial outcomes with the terms of the agreement, cultural fit, employee well-being, long-term legacy, and their own vision for life after the sale.

Designed primarily for owners of professional services businesses, the book walks through every stage of the exit process, from determining the right time to sell and selecting trusted advisors to evaluating private equity partnerships, structuring tax-efficient transactions, communicating with employees, and preparing for the next chapter. Along the way, Hanson shares proven frameworks, real-world case studies, and invaluable insights from investment bankers, attorneys, tax specialists, and private equity professionals to help readers make informed decisions and avoid costly mistakes.

“Selling a business can be a tricky, complicated process, particularly when selling to private equity or a private equity–backed firm,” said Mark Zweig, founder of two Inc 500/5000 companies and author of Confessions of an Entrepreneur. “Scott’s book breaks down the process into bite-sized content that puts the advantage into the sellers’ hands. Don’t assume a PE buyer is anything like a strategic buyer. Wholly different animal!”

Readers planning for retirement, pursuing new growth opportunities, or exploring succession strategies, will find that "The Private Equity Advantage" equips them with the knowledge to maximize the value of their businesses while preserving what matters most.

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About the Author

Scott Hanson is a cofounder of Allworth Financial. A nationally recognized financial expert, he’s been named one of Barron’s Top 100 Independent Advisors in America numerous times and has been listed as one of Investment Advisor’s twenty-five most influential people in the financial services industry.
Scott has helped others navigate the sales of their businesses and has been personally active in mergers and acquisitions. He has founded and sold businesses to publicly traded and private equity companies alike. Plus, under his leadership as co-CEO of the wealth management firm he created, he was involved in the purchase of dozens of companies sold to him by founders. To learn more about Scott, visit his website at www.ScottHanson.com.

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Samantha Miller
Forbes Books

+1 843-284-6318
email us here

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