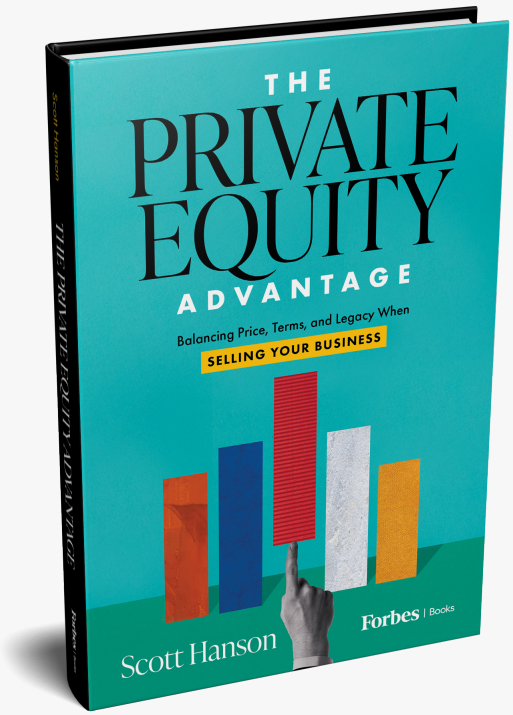
New Book Leads Readers Through the Challenging Process of Selling a Business

NEW YORK, NY, UNITED STATES, September 23, 2026 /EINPresswire.com/ -- Deciding to sell a business is one of the most significant decisions an entrepreneur can make, and successful exits are rarely simple. Financial and legal issues trip up even the most astute businessperson.



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

But in the recently released book, "The Private Equity Advantage: Balancing Price, Terms, and Legacy When Selling Your Business," author and financial expert Scott Hanson explains how business owners can avoid the pitfalls that often plague sellers.

In the best situations, Hanson notes, sellers have an ideal end in mind before they begin trying to sell their business, whether the deal is a complete or partial sale or a partnership agreement with investors.

"Determining whether you want to sell your business comes with getting clarity of your motivations for selling," says Hanson, cofounder of Allworth Financial. "What brings you joy, happiness, and fulfillment? What do you feel inspired to do? These personal aspects are just as important as the logistics of selling your business."

"The Private Equity Advantage," published by Forbes Books, walks readers 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 insights from investment bankers, attorneys, tax specialists, and private equity professionals to help readers

make informed decisions and avoid costly mistakes.

He also shares his perspective on why a successful exit requires 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.

Too many sellers don't think enough about that last part, Hanson says, and so are unprepared for what they are about to face. But as they adjust to life beyond the sale, they will enter what he calls "sacred time," when they can discover what matters to them now when nobody is watching, and no client is waiting.



Scott Hanson, author of "The Private Equity Advantage: Balancing Price, Terms, and Legacy When Selling Your Business."

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.

About Scott Hanson

Scott Hanson, author of "The Private Equity Advantage: Balancing Price, Terms, and Legacy When Selling Your Business," is a cofounder at Allworth Financial. A nationally recognized financial expert, he's been named one of Barron's Top 100 Independent Advisors in America numerous times and listed as one of Investment Advisor's 25 most influential people in the financial services industry. Hanson has been active in mergers and acquisitions and has founded and sold businesses to both publicly traded and private equity companies. He is the author or co-author of four previous books.

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