



JIM HARSHAW, JR.

Clarity of Action. Peace of Mind.

Success for the Athletic-Minded Man Podcast

Action Plan Episode #494

Chad Peterson

What if the life you've always dreamed of (financial freedom, time to enjoy it, and a legacy to leave behind) was just one business deal away?

Sounds too good to be true?

Well, Chad Peterson isn't here to pitch you wishful thinking— he's here to prove it's *actually* possible.

Chad is a nationally recognized expert in business brokerage and wealth strategy. Known as the #1 rated Business Broker in the US, Chad is the owner of Peterson Acquisitions, a nationwide business brokerage firm specializing in helping entrepreneurs buy and sell businesses.

In this episode of "Success for the Athletic-Minded Man" podcast, we talk about how to escape the burnout of running a business, why selling at the right time can make you a millionaire, and how buying a business with just 10% down could change your life.

Chad also explains his method, Quantum Stack Investing, which teaches you to use liquidity as a wealth-building superpower.

Whether you're an entrepreneur looking to sell, a regular employee dreaming of escaping the 9-to-5 grind, or someone ready to make the leap into business ownership, this episode is for you. Tune in now!

Top Quotes From This Episode

"Paychecks lead to poverty. Liquidity leads to wealth."

"Where there's no passion, there's no profit."

"Where you're doing well is the time to sell."

Show Notes

This episode touches on the following key topics and ideas:

- **The Difference in Business Brokerage (2:58):** As a business broker, Chad explains that he is a “transactionalist”— he gets deals done. Considered the number one business broker in the US, he understands that selling a business isn't just about finding a buyer, it's about understanding the right timing, structure, and execution.
- **A Method for Building Wealth (5:53):** Chad created Quantum Stack Investing as a strategy to:
 - Take a quantum leap in income
 - Build stacked wealth over time
 - Run a business like an investment, not a job

- **Can You Buy a Business Without Being an Entrepreneur? (8:08):** Chad says that you don't need millions to buy a business— just 10% down.

If you're currently employed but want to be an entrepreneur, buying a business is often safer than starting one from scratch.

- **The Process of Buying and Selling a Business (11:10):** The right approach to buying or selling a business involves finding a profitable business with stable cash flow, securing SBA financing, running the business without making drastic changes, and selling in about five years for a significant profit.
- **How to Identify a Good Business to Buy (21:04):** A strong business has stable cash flow over multiple years, operates in a secure industry, and is vetted by a trusted broker. Industry disruption, seasonality, and economic factors like interest rates should also be considered before purchasing.
- **From an Unstable Childhood to a Top Business Broker (26:59):** Chad grew up in a chaotic home. With a scarcity mindset drilled into him, he quickly realized that financial security was his responsibility.
- **What's an action item the listener can take in the next 24-48 hours? (35:46):** Join Chad's program to learn the process. Contact Peterson Acquisitions for guidance on buying or selling. <https://petersonacquisitions.com/>

Guest Website and Social

Chad Peterson

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