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## How to make money buying established businesses

### Assignment summary:

Who guarantees that starting your own business will be the best option? This decision can be fraught with many stumbling blocks and time-consuming, which are normal for any start-up business, so why not leverage what you've already created with smart investments through the purchase of profitable businesses? Today, you will learn everything you need to know before buying a successful business from Walker Deibel, an experienced entrepreneur who has acquired between 7, or 8 companies under his famous "Buy to Build" method. A very striking proposal if you want to leave a footprint in the world, strengthening your professional vision and inspiring your path.

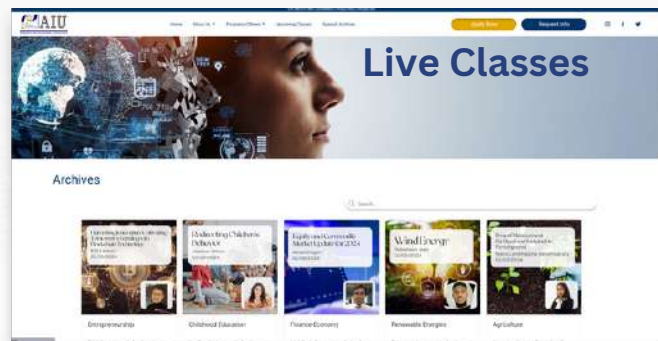
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## How to make money buying established businesses



Lately, there has been a huge increase in the number of people who are looking for financial independence and how to control their time. Likewise, you can see that many are aiming at entrepreneurship from zero level or in digital asset investing; the latter is a little crowded path, though it is considerably powerful. It is also observed that the purchase of previously established companies is being noticed.

This strategy is currently considered one of the greatest economic opportunities, even above social networks. These are statements from people with experience in this type of business, such as Walker Deibel, who has bought and maintained a significant number of solid companies over the long term, are a key sign that calls for further research.

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### The impact of the New Generation

We are experiencing an accelerated generational change. The exchange of dollars will exceed 10 trillion over these 10 years, alongside the retirement of the Baby Boomers. This change is increasingly evident in the USA, where 45% of the economy is looking for owners, partners, or entrepreneurs before the year 2030. Moreover, this is being experienced not only in the USA but also in Latin America and other regions.

Most of these companies do not have a continuity plan within their organization, there are no interested business successors, and in other cases, they are not even qualified. This is the real opportunity for emerging leadership to acquire a functioning company with its operations, including clients, billing, and employees.

Similarly, this transfer or investment requires seriousness; if it is not done with responsibility and strategic planning, the entire legacy can be lost. Improvisation is not an option here, because instead of building, there is a risk of destroying a whole lifetime of effort.

### **Entrepreneurship has a dark side and can become a cage**

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In this vast world, very similar to an ecosystem, it is not uncommon to see so-called "experts" who assure you they have found the perfect way, that ideal formula to live without working. Some even say that buying a business is simple, that you don't need to worry about money, and many tasks can be delegated to artificial intelligence.

But as Deibel points out, there is a huge gap between people who teach about business and those who live from it. These so-called "mentors" have only acquired one company, which they use only to sell courses. In practical day-to-day terms, they have never managed payroll, faced a crisis, or had to recover from a drop in sales, and of course, they do not have an operational structure or the necessary leadership.

These unfounded promises can create unrealistic and even dangerous expectations, leading people to go into debt trying to buy a business they are ill-prepared to manage, only to later clash with reality. A business is a living ecosystem that does not thrive without constant decisions, human management, responsibly handled finances, and above all, a lot of resilience.

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### Buying a business: discovering the reality

Buying a company, besides being a financial operation, is also a total involvement where the impact of any decision can affect thousands of people. This is the case of Walker Deibel, who openly shares: In 2008, he managed a manufacturing company where he had to lay off 15% of the staff during the economic crisis. At that time, there were no manuals or tutorials, no motivational advice. They faced only complicated solutions and consequences with real weight.

Deibel recognizes his greatest mistake after buying 10 companies, ranging from small to very significant ones. He believes that one should not scale too quickly without adapting the company's structure. His lived experiences taught him that leadership is more valuable than money, that patience prevails over enthusiasm with a poor focus, and that true success is built, not declared.

Below is part of what he [expressed on LinkedIn about this](#). "The biggest mistake I made was scaling too fast without adjusting the company's structure. Leadership is worth more than money. Patience is more important than misguided enthusiasm, and true success is built, not just declared."

### This path is not easy... will you be ready for it?

As you have surely noticed, there is much to consider if the plan you have in mind is to buy a company. Remember, it is important that the foundations are solid. By this, we mean knowledge in key areas, such as:

- **Financial analysis:** It can be seen as a way to assess the economic health of the company through studies of income, expenses, and profitability, facilitating decision-making.
- **Risk assessment:** Identifying possible threats that could potentially harm the company, while simultaneously establishing strategies to avoid and prevent their impact.

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- **Leadership:** This refers to guiding, motivating, and coordinating the work team to reach goals and foster productivity within it.
- **Operating systems:** Processes and tools that guarantee efficient and organized functioning.
- **Human talent:** Managing personnel to attract and develop key collaborators who can align their objectives with those of the company
- **Strategic planning:** This emphasizes defining long-term goals and carving a path to achieve them.

That is why Deibel's invitation is to ask critical questions when evaluating a program or mentor. Have they succeeded in buying more than one company? And if so, did they have any operational experience?

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Going a bit deeper, do their incomes come from a real business or only from what they teach? And without being offensive, do they tell uncomfortable truths about this or are they just selling you a dream?

On the other hand, always keep in mind that besides asking others, you should also question yourself: Are you ready to be a leader? And more importantly, will you face the challenge with discipline and maturity? Answering these questions will give you a clearer picture of what you have and what you need to develop.

### How to make money buying businesses: who is this opportunity for?

The business of buying companies is not an investment only for large investors, although not everyone dares; you can see many transactions with smart structures, financing agreed upon with the previous owner, or gradual purchase of participation. Responsible leverage and investment with strategic partners are also practiced.

The differentiator among successful investors is not the financial factor; on the contrary, it is clear strategy and good leadership. In short, the buyer is not looking for magical solutions: They are interested in creating value, solving problems, and leadership driven by purpose.

### From a leader who transforms, to building a real legacy

Buying a company may sound like a challenging goal, but the reality is that it is simply a starting point if you want this to be your path and, of course, transform realities. If a business is managed correctly, it can infinitely improve the quality of life of its workers, offer much more to its clients, and in turn, all this would contribute to local development.

Internalize that this is the real impact behind everything said above. It is not just about income; it is the construction of a story with coherence, a genuine purpose, and something beyond for which to transcend.

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At AIU, we firmly believe in the potential within each student to develop transformative leadership. We have [flexible and personalized programs](#) that will give you all the tools you need to build your path. Remember, this is simply a reminder of how opportunities appear once knowledge comes into action.

Are you ready to take one step further? Discover the ways AIU can help you on your journey to turning your leadership into that power that transforms lives.

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### Recommended reading

For students interested in diving deeper into this topic, we recommend the following articles:

1. [Lessons I've Learned From Buying Seven Businesses](#)
2. [Don't Buy a Business, Build a Legacy" - Walker Deibel \(video\)](#)
3. [Essentials of Directing in Management](#)
4. [Creating an Effective Business Plan. \(part I\)](#)
5. [Creating an Effective Business Plan \(part II\)](#)
6. [The Risky Asset Investment in 2025](#)

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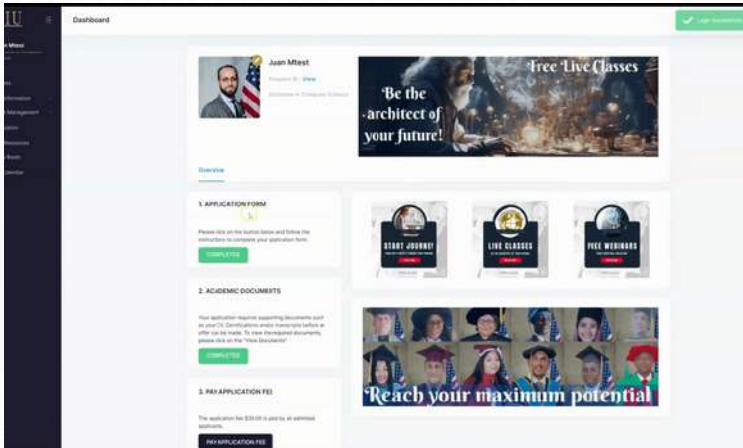
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