

**BOOK REVIEW: Built to Sell: Creating a Business that can Thrive without you**, by John Warrilow, 2011, published by Portfolio/Penguin, a member of the Penguin Group (USA), Inc.

At **Ron Schutz-Planning Business Transitions LLC**, we're often asked what we do and our "elevator" reply is that The Route to Wealth™ Process helps business owners create sellable companies. This typically prompts a follow-up question: "*How do you do that?*"

We've added some tools to our website to help explain the various steps, depending on whether you are ready to Sell your company now or in several years from now (Sell my company later). Many of the tools can help you on the way to becoming more profitable while you are still working in your company. We want you to have more money and more fun now while you are working as well as when you sell your company in the future.

Ron Schutz was introduced to John Warrilow when he was a speaker at the AM&AA (Alliance of Mergers & Acquisitions) conference in January, 2011. Warrilow was releasing a revised edition of Built to Sell in the spring of 2011 and Ron couldn't wait to get his hands on it.

Here are some of the back cover quotes for Built to Sell:

"There is no tooth fairy for selling a business. It takes planning and a real understanding of what works. I bet you'll find yourself (like me) recommending this book to your friends, who want to sell their businesses one day but don't understand what that's going to take." ~ SETH GODIN, author of Linchpin

"One of the most difficult things any entrepreneur has to do is approach his or her business strategically as an investor rather than as an operator. John has just the story to help the entrepreneur size up a business in the kind of radically objective manner that will ensure that, ultimately, wealth is being built." ~ DOUG TATUM, author of No Man's Land

If you are like most of our business owner clients, picking up a book about business in your precious free time is about the last thing you want to do. This book is worth reading at the office! Find a few minutes to start it and you'll finish it in no time. Even if you haven't started thinking about what you want to have happen to your company in the future without you in charge, Built to Sell can help you see how to create value today.

Call Ron Schutz or George Abboud to find out how The Route to Wealth™ Process might apply to your business. 713.984.8044 or submit the contact form from the website: [www.ronschutz.com](http://www.ronschutz.com)

We'd love to learn about your company and start you on the way to having the Financial Freedom to Choose what your future looks like.

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