

New Episode of Transaction Talk | What Makes a Seller Credible to a Business Buyer

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Is getting answers from a seller like pulling teeth—or an open, transparent conversation? Buy-side expert Steve Smith says deal success often hinges on one critical factor: tone. Today, hosts Eric Sigman and Jennifer Fox are joined by Steven Smith from Business Transfers & Strategies. Steven shares insights on how business owners can establish credibility when selling their company, from the perspective of a buy-side broker. He discusses how buyers evaluate trust through transparency, consistent information, and professional preparation.

He offers practical tips, including maintaining an open tone, responding promptly to inquiries, and disclosing business shortcomings early to avoid surprises. Emphasizing honesty and mutual respect, Steven explains how these practices build buyer confidence, facilitate financing, and help ensure a successful transaction. To learn more about the buyer's perspective on judging a seller's credibility, including Steven's tip of the day, don't miss this episode of Transaction Talk!

Listen to the full episode and subscribe to Transaction Talk here.

Transaction Talk is a podcast co-hosted by RIW shareholder **Eric Sigman** and Jennifer Fox, the president of Transworld Boston. The podcast provides a 360-degree view of the current Boston M&A market and breaks down the deal process from a business, brokerage and legal perspective.

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