

New Episode of Transaction Talk | Building Businesses Together: What Makes Couples Successful

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Building a successful business isn't all that different from building a strong marriage. Both require communication, trust, and long-term commitment, even when things get tough. In this episode of Transaction Talk, hosts **Eric Sigman** and Jennifer Fox welcome Jennifer and Ryan Armstrong of Transworld Business Advisors Phoenix to discuss how their business partnership has evolved over the course of their 20-year marriage. Jennifer married into Ryan's multi-generational family egg farm, where they learned firsthand the complexities of working with extended family. Their unstructured exit from that business became a defining lesson and now fuels their passion for helping owners plan thoughtful, value-driven exits. They discuss dividing roles based on their strengths, navigating communication challenges unique to married partners, balancing parenting with entrepreneurship, and building a strong team culture together. Tune in to hear the full conversation on communication, commitment, and navigating business ownership as a couple!

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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