

New Episode of Transaction Talk | Inside the Buyer's Mind: Who's Buying & What Industries

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What are buyers really looking for in today's deal market?

In this episode of Transaction Talk, hosts Jennifer Fox and **Eric Sigman** are joined by Steven Smith of Business Transfers & Strategies, a buy-side advisor who works closely with individual buyers, private equity groups, and strategic acquirers. He breaks down how each type of buyer approaches acquisitions and what drives their decisions, from growth potential and scalability to long-term alignment. The conversation also explores shifting industry trends, key risks shaping buyer behavior, and what can make or break a deal during the process. Throughout, Steven emphasizes a central theme: success in today's market comes down to fit, not just chasing the hottest industries. Tune in to hear the full scope of our conversation and what today's buyers are really looking for!

[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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