

New Episode of Transaction Talk | When Is the Right Time to Sell

By RIW on April 7, 2026



Is there ever really a perfect time to sell your business, or does the best exit come down to preparation, performance, and knowing when *not* to wait?

In this episode, Jennifer Fox and Eric Sigman welcome back Johnathan Zsittnik, Senior Manager and Business Broker at Transworld Boston, to discuss how to know when it is the best time to sell your business. Jonathan explains why waiting for the perfect time to sell can be risky, why selling when your business is in a stable financial state offers the best leverage and valuation, and the typical signs that it is time to sell. He shares why buyers should prioritize recent revenue and profit trends, why market conditions and supply chain stability can swing deals, and how a dependable staff makes a business more attractive. Jonathan also breaks down a clear approach to timing your retirement, how to plan effectively to avoid last-minute pressure-driven sales, and how to ensure that you sell on your own terms. Tune in to learn how to prepare for a successful and stress free business sale with Johnathan Zsittnik.

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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