

**Jan 25-28, 2021 SuccessionMatching will be offering a free webinar summit 'Business Transition and Succession Planning' to business sellers and buyers across the country.**

2020 has been a disruptive year for many businesses. Some have seen troubling times, while others have seen impressive growth. Regardless of the outcome, we know that there is still a roller coaster of change ahead, and those looking to sell their businesses to transition or retire might feel uncertain about what it will take.

"COVID has changed the landscape of business succession across Canada," comments Alison Anderson, CEO and Founder of SuccessionMatching.

"One of the surprises that came out of 2020 was a strong uptick in the number of buyers who approached us ready to purchase a business."

"We want to make sure that business owners are in a good place to sell, and to know that just because 2020 was a disruptive year, their plans for the future don't necessarily need to change."

This 4 day webinar summit will gather some of Canada's top Succession Planning Professionals to divulge important information to help business owners, and buyers, navigate the succession landscape.

"Our main objective is to ensure our local small and medium sized businesses aren't forced to shut their doors, especially when a positive transition can occur," remarks Anderson.

"Only 8% of business owners in Canada actually have a succession plan in place, creating a huge barrier to transition. We aim to correct that by offering affordable advice on business transitions and succession planning."

For more information on this webinar summit, and to register, please visit <http://insights.successionmatching.com/webinar-summit-2021/>

### ***About SuccessionMatching***

*SuccessionMatching.com is an online community that matches business buyers, sellers, and succession planning professionals. SuccessionMatching is a commission-free way to sell a business or farm, and the website has customizable privacy settings to help members control who can see their information. SuccessionMatching also offers its members resources and one-on-one help to guide them through business transitions. If members are in need of other professional services, SuccessionMatching connects them with local succession planning professionals such as financial lenders and business valuers.*

