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New Publication, *The Real Deal*, Offers Fresh Perspective for Those Considering M&A

Rockville, MD – December 1, 2019 – Greenberg Advisors (GA) announces the publication of its newest resource for business owners, *The Real Deal*. This interview-style series offers first-of-its-kind insight from executives who have bought and sold companies, including actionable ideas for anyone interested in, or considering, M&A.

In *The Real Deal*, we interview owners and senior industry leaders regarding their M&A experiences to understand what they really thought about the process, how it went, and what they'd advise others to do – or not do.

While the topics are wide-ranging, many focus on items such as:

- The decision to sell and the factors that led to the timing to sell;
- Life after the transaction;
- Challenges encountered and how those were overcome;
- Things to avoid;
- And much more, including in one case, how the sale of their company compares to climbing Mt. Kilimanjaro!

The inaugural edition of *The Real Deal* [can be found here](#). Future editions will be published on the Market Insight page on GA's website. Readers can also [follow GA on LinkedIn](#) to keep track of all new editions.

Brian Greenberg, CEO of GA, commented "It is critical for owners contemplating a transaction to have objective information from owners with transaction experience, and this publication is one way we can help them get access to it."

If you know someone that should be considered for a future edition of *The Real Deal*, [contact us](#).

About Greenberg Advisors

Greenberg Advisors, LLC provides trusted merger & acquisition (M&A) and strategic advice within the financial services and business services sectors worldwide. The firm is best known for its expertise in Revenue Cycle Management (RCM), Healthcare IT (HCIT), Accounts Receivable Management (ARM), and Business Process Outsourcing (BPO). Focused on these sectors for nearly 25 years, the firm's professionals offer a comprehensive, yet highly specialized perspective from which to advise clients, which has resulted in the completion of over 130 M&A, capital raising, valuation, and strategic advisory engagements. These client successes reflect its distinct client-first approach, objective point of view, deep sector expertise, and roll-up-the-sleeves work ethic. Greenberg Advisors celebrated its 10-year anniversary in 2019. Follow the firm on Twitter [@GreenbergAdvrs](#) or visit www.greenberg-advisors.com.