

We Specialize in Selling Businesses

Plethora Businesses is Southern California's leading M&A and business sales advisory firm specializing in the sale of small to mid-sized privately held companies. We offer the following services:

- Business sales and acquisitions
- Business valuations and appraisals
- Mergers strategy consulting
- Exit strategy advisory services

We provide clients with senior level attention from start to finish and focus entirely on achieving our client's objectives

We Demonstrate Excellence

Our senior staff of transaction veterans offers over 200 years of combined experience in related fields of business ownership, business sales and consultative advisory services.

In the last 15 years, we have become a top choice as trusted consultants to business owners and have earned a reputation for providing confidential and reliable professional services to our clients.

With an extensive network of strategic buyers and investors, many of which rely solely on our firm to bring them the best opportunities, Plethora has closed more than 200 transactions in the last ten years.

Clients We Have Worked With

Plethora Businesses has successfully represented over 200 small businesses locally and internationally from a wide range of industries including manufacturing, distribution, retail, medical, transportation, sales, technology and more. Some of our Orange County clients include:

- Trader Joes
- ABC Sheet Metal
- Molly Brown's Swimwear
- Bray Transportation Company
- Redline Detection
- D & E Precision Sheet Metal
- Laser Industries

Plethora Businesses exemplified commitment and tenacity by pulling through critical deadlines and schedules for Trader Joe's bookkeeping and year-end taxation." - Leroy Watson

About Steve Gross

Steve Gross' career has included a series of successful CEO and COO assignments for major corporations, such as Merrill Lynch and Prudential's real estate businesses. In addition, he has successfully started, built, and sold nine separate entrepreneurial ventures.

His experience encompasses start-ups, rapid growth businesses, and turnaround situations for businesses ranging from entrepreneurial to Fortune 500 corporations. This unique combination of background and experience has taught him about buying and selling businesses from some of the most successful organizations in the world while understanding the perspective of a private business owner.

Among his many strong points is his exceptional ability to assess and understand customer needs and develop solutions to meet them..

Contact Steve Gross

Please contact me to discuss our services and any questions you have about the process of selling your business.

Steve Gross,
Business Sales & Consulting

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Steve Gross - Plethora Businesses

I am....

A serial entrepreneur who has started and successfully operated 9 different groups of businesses... My entrepreneurial experience allows me to speak the language of my clients. I have walked in their shoes.

An expert in getting a business ready for sale. I know what effects a business's value and how to quickly impact those factors.

An experienced consultant and advisor to owners and senior managers of privately owned businesses...my resource pool is extensive; I bring the best talent to my client's challenges.

A business sales and acquisition expert...serving either side in the selling and purchase of businesses and professional practices.

Counsel to companies in creatively solving their capital needs.

A specialist in businesses where service quality is the key competitive differentiation.

Focused on tangible results not just advice and reports.

I get involved, I produce results, I provide tangible solutions and my creative fee structures align my client's goals and financial rewards with mine

My Clients....

Want to sell or merge their business.

Have strategy to grow by acquisition but need acquisition candidates.

Want to sell business but it isn't ready for sale.

Are Business owners who want to get maximum value for their business.

Are planning their exit, but need tools to execute.

Need to take steps with business to maximize business value.

Have two to 25 million in revenue.

Use service as their key competitive differentiation.

Know the time to start thinking about an exit strategy isn't the day you decide to sell.

Are Owners who need to transition from owner centric to stand alone business model.

Want to maximize both sales value and highest chance of finding a buyer.

Want to clarify and align stakeholders' objectives/ goals.