On October 22nd, Paul T. Rushton co-led a Family Business Alliance conversation with Bob McCormack of Murphy McCormack Capital Advisors titled “What’s Your Business Worth and Are You Ready to Sell?” The discussion focused on what owners of family businesses should know before putting their business on the market. Paul and Bob provided valuable insight for those who are not ready to sell right now but are thinking about the various possibilities of succession for their business in the future. Having conversations like these before they are needed helps families protect what they have spent years building.