



GOODWIND

COLLECTIVE



When a Good Business Is Harder to Sell Than It Should Be

Goodwind Collective helps business brokers move difficult but fixable deals forward by tackling operational messes that get in the way of transferability, buyer confidence, and closability.

We are operators first. When a business has real value but the operation is messy, owner-dependent, undocumented, or hard for a buyer to trust, we step in and help get it deal-ready. We are here for the hard messes - the things that are fixable, important, and often outside a broker's core lane.

WHERE WE HELP



Owner dependence and undocumented know-how



SOPs, process gaps, and messy handoffs



CRM, data, and pipeline visibility problems



Recurring revenue and follow-up weaknesses



Technology, systems, and access confusion



Operational diligence and transferability concerns

BEST-FIT SITUATIONS

- Professional and B2B service firms
- Technology-enabled or systems-heavy companies
- Accounting, staffing, consulting, engineering, and specialized agencies
- Healthcare-adjacent, aging-services, and recurring service businesses
- Specialized local businesses with meaningful operations and real transfer value

OUR PROMISE TO BROKERS



You stay in control of the relationship



We do not poach your client



We stay in our lane



We move quickly and communicate clearly



We help you look good by helping solve the hard stuff



LOW-RISK FIRST STEP:

PRIVATE OPERATIONAL DEAL TRIAGE

Bring us one sanitized listing or live issue. We will tell you quickly whether it looks fixable, not fixable, or outside our lane.

A Safe Specialist for the Hard Messes

We help brokers and their sellers resolve fixable operational problems without disrupting the relationship or overstepping the deal process.

Typical Situations We Can Help Unblock

- > The business depends too heavily on the owner.
- > The buyer wants clearer operating evidence.
- > SOPs, systems, and handoff knowledge are scattered.
- > CRM, pipeline, or recurring revenue story is too weak.
- > Technology, access, or continuity questions are slowing confidence.

How We Work



What We Promise

- ✓ Broker-controlled communication.
- ✓ No poaching. No surprise outreach.
- ✓ Clear scope and fast turnaround.
- ✓ Respect for your CPA, attorney, lender, and other advisors.
- ✓ Practical help, not vague consulting.

What We Do Not Do

- ✗ We do not value the business.
- ✗ We do not negotiate the deal.
- ✗ We do not replace legal, tax, or accounting advice.
- ✗ We do not chase every business.
- ✗ We do not pretend every mess is fixable.

About Dmitri Sunshine

Dmitri Sunshine is the founder of Goodwind Collective and Solanasis. He is a former SaaS founder, software architect, and operator who has spent years helping organizations clean up messy systems, improve resilience, and make complicated operations more workable.

His instinct is practical: diagnose the real friction, bring in the right people, and get the hard stuff moving.

Goodwind's Broker Promises

- We are here to help, not complicate.
- We protect the referring relationship.
- We stay in our lane.
- We tell the truth quickly.
- We bring the right people together.



Let's start with one hard case.

If you have a listing or live deal that feels harder than it should be, we would be glad to take a private look and tell you whether there is a practical path forward.

goodwindcollective.com

Dmitri Sunshine | Founder