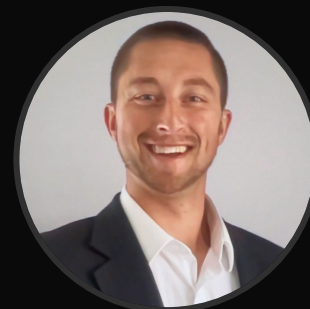


# Tyler Murdock

Founder, Aligned Profit · Proprietary M&A Deal Sourcing

The sales operator who built off-market deal-sourcing systems for 55+ business brokers, then brought the same system straight to buyers. A no-nonsense take on the part of acquisition nobody does for you: finding the deal.



Proprietary deal origination for the lower middle market · Founder available for podcasts, panels, keynotes & written commentary

## WHO IS TYLER

Most deal-sourcing firms are founded by ex-PE professionals or bankers. Tyler Murdock came from the opposite direction: corporate sales, dental and healthcare go-to-market, and a background in outbound systems that turn cold lists into real conversations with the people who actually decide.

Tyler built his edge in outreach as a corporate sales rep for a Google advertising platform, then launched a consulting business building pipeline for 30 different B2B offers. When he pointed that system at M&A the results were immediate: working with a single business broker firm, he sourced two eight-figure listings that reached LOI, one of which closed and earned the firm over \$1M in commission. Word traveled. Within two years he was running sourcing for 55+ brokers nationally, generating 2,300+ seller engagements, \$130M+ in deal value sourced, and \$35.6M in closed deals.

Then he watched brokers start bidding on the very deals they'd been hired to sell, and the conflict became impossible to ignore. So he's now bringing the same methodology directly to buyers: funded searchers, independent sponsors, and family offices, one client per market segment, with cleaner incentives, no auction, and the owner going to the buyer who hired him.

## WHAT ALIGNED PROFIT DOES

Aligned Profit finds off-market owners and screens every one against your buy box (industry, geography, size, and financials) before it reaches you. Because those owners are cultivated for 6–18 months before they ever talk to a banker, there's no auction and no one else at the table. AP takes only one client per industry, geography, and deal-size segment, so a pipeline is never shared with a competitor.

The promise is simple: **5 pre-vetted opportunities in 90 days, or you don't pay until we hit it.** The easiest way in is the free tool at [buyboxscore.com](http://buyboxscore.com).

## AT A GLANCE

**\$130M+** Deal value sourced since 2023

**2,300+** Seller engagements generated

**\$35.6M** Closed transactions

**55+** Broker firms served pre-pivot

**14–21%** Off-market discount vs. auction

**\$234K–\$18M** Deal range, cleaning co. to machine shop

Methodology proven sourcing \$130M+ on the broker side (2023–present); now applied buyer-side.

## AVAILABLE FOR

- Podcast & video interviews
- Panels and live events
- Keynotes on sourcing & M&A
- Written commentary & quotes

## SIGNATURE TOPICS

- **Buying before the banker.**

How off-market deals close 14–21% below auction prices, and how operators beat PE without outspending them.

- **The part of acquisition nobody does for you.**

Why sourcing execution, not information or financing, is the real bottleneck for searchers and SBA buyers.

- **Outbound that actually works.**

The "starving crowd" method: finding intent signals and turning a cold list into 200+ replies in a week.

- **The broker-to-buyer pivot.**

The incentive conflict inside the brokered model, and why he rebuilt his whole business around it.

## SUGGESTED INTERVIEW QUESTIONS

- 1 For a searcher who's been hunting for 12–18 months with nothing in the pipeline, what are they actually doing wrong?
- 2 What does "off-market" really mean, and why do those deals close 14–21% cheaper than the ones that go through a broker?
- 3 You sourced \$130M+ in deals for brokers, with clients making \$500K–\$1M a year off your pipeline. Why bring that system to buyers instead?
- 4 Walk us through the dentist story: one email to a scraped list of 2,000 dentists, 200+ replies, during the worst month of your life.
- 5 What's the incentive conflict baked into the brokered model that most buyers never see?
- 6 What does it actually take to build a relationship with an owner 6–18 months before they're ready to sell?
- 7 You won't source for big PE on principle. Why turn down that money?
- 8 What's the single biggest mistake first-time acquirers make before they ever look at a deal?

## SOUNDBITES

"Broke buyers buy on price. Wealthy buyers buy to mitigate risk."

"Information was never the bottleneck. Sourcing execution is, and that's the part nobody does for you."

"The owner who met you before the banker isn't running a process. He's having a conversation."

"A broker whose fee depends on the deal closing has pressure to close a deal, not surface the *right* one."

## THE ALIGNED PROFIT WAY™

Built to earn seller trust, because owners move faster for a buyer they trust.

- **Quality data.** The right owners, not a giant list. A buy box scored against millions of records on 15 data points (owner age, tenure, ownership structure, lease and hiring signals).
- **Quality communication.** Personalized, research-backed outreach by email, mail, LinkedIn, and phone, from someone with real M&A experience. It's how trust begins.
- **Quality preparation.** Pre-due-diligence prep before an opportunity reaches you (surfacing financials, pressure-testing fit), so the seller feels prepared and the deal moves faster.

## STORY BANK: READY-TO-TELL ANGLES

**"My son was 2 months old. My cards were maxed. Then one email changed everything."**

"Gary Halbert said find a starving crowd. So I built a list of 2,000 dentists." Fired and broke, he scraped a public Invisalign directory, sent one email, and got 200+ replies in a week. The origin of the whole methodology.

**"I got fired for poisoning the sales floor."**

Built an automation that 3x'd his output in three months, then got fired for teaching it to the other reps. The lesson: skill without your own structure is labor for someone else.

**"She said not now. Eight months later she called back."**

Why the best off-market deals come from patient cultivation, not pressure, and how a "no" today becomes a clean deal later.

**"I didn't know the broker was buying the deal."**

The conflict of interest that ended his broker era and triggered the pivot to buyer-side sourcing.

**"PE already eats everyone's lunch. I built this for the buyers who don't."**

Why he refuses to source for big private equity, and who actually deserves to win these deals.

**"I was the waiter, cook, and dishwasher. Every day. Alone."**

The DIY-isolation trap that swallows solo searchers, and why more information was never the fix.

**"Learn to buy a business in 90 days' skips the hard part."**

A pointed take on the ETA-course industry and what those programs leave out: sourcing execution.

**From a \$234K cleaning company to an \$18M machine-shop LOI.**

Real off-market deals across the spectrum, with zero auctions.

## BIOS: COPY & PASTE

### SHORT (≈60 WORDS)

Tyler Murdock is the founder of Aligned Profit, a proprietary M&A sourcing firm for funded buyers. After building deal-sourcing systems for 55+ business brokers (2,300+ seller engagements, \$130M+ sourced, \$35.6M closed), he's now bringing the same system directly to buyers: funded searchers, independent sponsors, and family offices who want to close off-market instead of competing in auctions.

### ONE-LINER

Tyler Murdock built deal-sourcing for 55+ brokers, then brought the system to buyers, with \$130M+ in deals sourced and counting.

### LONG (≈110 WORDS)

Tyler Murdock is the founder of Aligned Profit, a proprietary deal-origination firm for funded buyers in the lower middle market. He came to M&A not from banking but from sales (corporate, dental, and healthcare go-to-market), where he learned to turn cold lists into real conversations with decision-makers. Beginning in 2023 he built and ran sourcing for 55+ business brokers nationally, generating 2,300+ seller engagements, \$130M+ in deal value, and \$35.6M in closed transactions. After watching brokers bid on the very deals they were hired to sell, he restructured around buyers: same methodology, cleaner incentives, one client per segment, and a 90-day performance guarantee.

## PARTNER WITH ALIGNED PROFIT

Point your audience to the free Buy Box Score tool with your custom link, and earn recurring commission when they engage.

### THE REFERRAL OPPORTUNITY

Have an audience of searchers, independent sponsors, SBA buyers, or family offices tired of competing in broker auctions? Point them to the free tool at [buyboxscore.com](https://buyboxscore.com) through your unique referral link. In about 20 minutes it tells a buyer whether their buy box has enough off-market supply to be worth pursuing: real value, no cost, no obligation.

You don't have to sell anything. The strongest referral is simply sending the free tool to someone clearly struggling to source deals. The tool and the AP team do the rest.

### WHAT YOU EARN

ENGAGEMENT (BY DEAL SIZE)	RETAINER	PER REFERRAL
<b>Main Street</b> Under \$1M EV	\$1,200/mo	\$720
<b>Lower Mid-Market ★</b> \$1M–\$5M EV · most common	\$2,500/mo	\$1,500
<b>Mid-Market</b> \$5M–\$50M EV	\$4,000/mo	\$2,400

10% of each monthly retainer actually collected, for up to 6 months per client. It stacks: five Lower Mid-Market referrals in a year is \$7,500. No cap.

### PUT YOUR LINK TO WORK WITH YOUR AUDIENCE

Once you're approved you get a unique link (and you can spin up separate variations to see which channel performs best). Drop it anywhere you already reach buyers:

- **Podcast show notes & episode descriptions.** Add a line like "Score your buy box free: [your link]" to every relevant episode.
- **Email blasts & newsletters.** One sentence and the link in a send to your list of searchers and operators.
- **Social posts & DMs.** Share on LinkedIn, X, or Searchfunder when someone's stuck sourcing.
- **Communities, cohorts & resource pages.** Pin it where your audience already gathers.

Just disclose you're a referral partner (FTC), and let the free tool do the qualifying.

### WHAT THE PEOPLE YOU REFER GET

A free Buy Box Viability Analysis (market-size estimate and a realistic count of qualified owners), a straight answer on fit before they spend a dollar, and, if they engage, pre-vetted, buy-box-fit opportunities with diligence already started and one client per segment, backed by the 90-day guarantee: 5 pre-vetted opportunities in 90 days, or they don't pay until we hit it.

### HOW IT WORKS

- **12-month cookie.** If your referral signs up within a year of clicking, the credit is yours (last click wins).
- **Tracked automatically** via your unique link, nothing to manage.
- **30-day payout window** to cover refunds, then paid to your linked PayPal.
- **Recurring 6 months.** You keep earning each month the client pays, up to six.

### THE RULES (SHORT VERSION)

- Always disclose you're a referral partner (FTC).
- Never promise a closed deal or guaranteed results.
- Don't bid on AP brand names in paid ads.
- No spam, no fake leads, no self-referrals.

Become a partner →  
[tyler@alignedprofit.com](mailto:tyler@alignedprofit.com)