NATALIE LUNEVA

Growth & Exit Planning Advisor | Business Broker | Speaker
Author of Un-Marketer (2026)

> I've spent 15+ years helping companies grow. Now, I help business owners see why growth alone isn't enough, and what actually creates value.

KEY **FOCUS**

To help business owners grow and operate with the end in mind—
so every decision increases the value of their company, whether they sell or not.

ABOUT NATALIE

Natalie Luneva is an exit planning advisor and business broker who has spent 15+ years helping companies grow — and now, helping them become sellable.

She has started businesses, sold them, and works with owner-operators across home services, construction, trades, and professional services doing $1M–$20M in revenue.

Through her brokerage and advisory work, Natalie sees how growth decisions play out over time, not just in dashboards, but in cash flow, margins, owner dependency, and long-term outcomes. She helps owners recognize why businesses that look successful on the surface often feel fragile underneath.

Natalie's talks resonate because they surface the questions most owners are already struggling with — but rarely say out loud:

- Why am I working harder but not wealthier?
- Why doesn't more revenue feel better?
- Why can't I step away?
- Why does growth feel fragile?

Why More Leads Aren't the Answer. And What Actually Makes a Business Work

Most business owners are told that the next level of growth will come from more leads, better marketing, or the right agency.

Natalie Luneva helps owners understand why that advice often fails — and why revenue growth alone rarely delivers wealth, freedom, or durable outcomes.

Her talks challenge how growth is commonly measured — and introduce a clearer way to see what's actually driving profit, risk, and owner dependency inside a business.

THE **UN-MARKETER** PERSPECTIVE

Natalie is the creator of Un-Marketer, a contrarian framework that reframes growth away from tactics and toward value creation.

Un-Marketer starts with a simple observation:

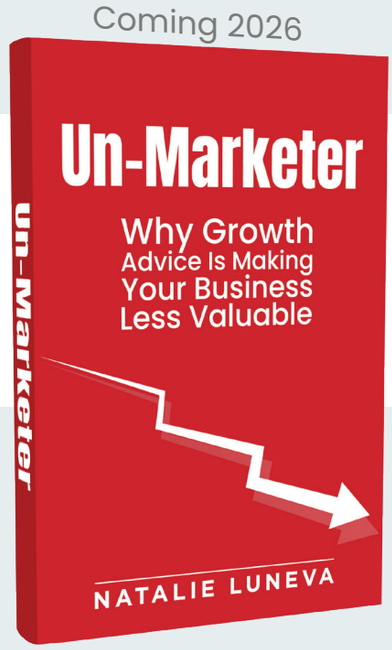
Marketing is not tactics.
And hiring a marketing agency to "get more leads" is an incomplete strategy.

When owners focus too heavily on top-funnel growth, they often neglect what actually determines whether a business works:

- Profit quality
- Owner dependency
- Predictability
- Risk concentration

Revenue may increase — but the business doesn't necessarily become more profitable, stronger or more valuable.

Coming 2026



INTERVIEW TOPICS:

- How to Double Profit Without Doubling Marketing, Stress, or Headcount
- More Leads Don't Save the Business—Here's Why
- Busy Is Not Valuable: The Growth Trap Most Owners Fall Into
- What Buyers See That Owners Miss Until the Deal Falls Apart
- Business Valuation: How Much Is Your Business Worth?

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