

Peter Rogers

Founder & CEO

Serial Entrepreneur, Business Coach,
People Connector, Certified Value Builder

Each day I have the good fortune to work with business owners in search of financial freedom – freedom to choose if, when, and how they want to work in and on their business. We do this together by growing the value of their business - by creating a valuable asset that they can step away from when they want to and on their terms.

I meet people where they are and come to understand who they are, where they want to go, how they want to evolve, and for what they want to be known. We co-create their future - their work, business, and life.

On this journey to freedom, I serve as an executive, business, and team coach, a guide, a people connector – and sometimes a mentor or consultant. I use tools such as Value Builder to assess which business drivers, when adjusted will yield the greatest increases in business value, the extent to which the business owner is psychologically ready to step away from their business, and how much business value needs to be created in order for the business owner to reach their own self-defined “freedom point.”

I also have the good fortune to work with extremely competent employees and partners who complement and/or extend what I do. Experts in tax credits and planning, mergers and acquisitions, expense reduction, and much more. If my partners and I do not provide it, then I refer the business owner to vetted and proven resources.

As a founder of four successful businesses, I know what it takes to build value and become free. Today I live with my family in Atlanta and continue to enjoy volunteering and opportunities to travel and experience new environments, cultures, and friendships.



D17 group

Unlock Capacity, Realize Value.



Certified Value Builder™

NIA NETWORK
IN ACTION



BNC - ACCREDITED
BUSINESS NETWORKING CERTIFIED