

Steve DeTray

Strategy Coach

Certified Value Builder, Business Exit Planner

Steve DeTray started his career in 2004 in wealth management, helping business owners plan for the sale and exit of their business. Steve's main focus was on income and estate planning that came after the sale of the business. He also helped with the transition to retirement and the challenges of this new unknown season of life ahead. As a lifelong learner and reader, Steve was ideally suited to remain current with the quickly changing, emotional, and complicated environment in which the business owner had to navigate to be successful.

In 2019, Steve sold his extremely successful wealth management practice for below the industry average. He learned from this experience and became very motivated to help others sell their businesses significantly above the industry averages, and at high multiples.

Now as a certified Value Builder Advisor, Steve is an expert at building value and developing a plan for a successful exit using Value Builder's systematic approach to measure and grow the value of a business. Steve adds extra value by helping businesses take advantage of specialized tax credits and find many types of cost savings. This "hidden money" has provided an average savings of \$200,000 for his clients. More than that, he is a skilled facilitator who helps enable businesses to thrive without their owners, thus enabling them to gain back control of their lives or exit their business.

When Steve is not working with business owners, he is hanging out with his wife Alyssa and their 4 children. He loves anything outdoors; hiking, hunting, golfing or just sitting outside enjoying nature.



D17 group

Unlock Capacity, Realize Value.



Certified Value Builder™

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BUSINESS NETWORKING CERTIFIED