

A portrait of a man with short brown hair, smiling, wearing a light blue dress shirt and a dark red patterned tie. The background is a textured, warm-toned wall.

**"How to buy a business  
without paying too much."**

**– Jake Johnson**  
PRESIDENT

There is a fine line between a deal and being 'duped'. Knowing how to connect two parties for a beneficial transaction is what we do. We're Johnson Consulting, and we have helped hundreds of funeral and cemetery businesses on both sides of the bargaining table.



*Johnson  
Consulting  
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The premier buying, selling & valuation firm in the funeral industry.