

He closes a broker's year of deals every month. Google thinks he's a dead mobster.

Billy Batt co-founded Prime Acquisitions Group, an AI-driven M&A shop that buys, revitalizes, and flips digital-first businesses — 16+ closed deals across a \$1–48M transaction range, by the firm's own tape. But search his name and the internet hands you William "Billy Batts" Bentvena, the Gambino soldier beaten to death in **Goodfellas**. His firm's domain rates 0.0. His own .com isn't even registered. **The receipts are real; the entity doesn't exist yet. That's not a tragedy — it's the cleanest build in the room.**

0.0

DOMAIN RATING OF
PRIMEACQUISITIONSGROUP.COM
(AHREFS, 06/10/26)

**284 vs
24**

KNOWLEDGE
GRAPH
CONFIDENCE: THE
MOBSTER VS
BILLY
(BLITZMETRICS
KG EXPLORER)

2,889

MONTHLY
SEARCHES FOR
"BILLY BATTS" —
THE DEAD MAN.
BILLY'S
SPELLING: ZERO
RECORDED

~\$12

COST TO
REGISTER
BILLYBATT.COM —
STILL AVAILABLE
JUNE 10, 2026

Prepared for

Billy Batt · Prime Acquisitions Group

by Dennis Yu · BlitzMetrics · June 2026

Data: Ahrefs (pulled 06/10/26), Google Knowledge Graph via
BlitzMetrics KG Explorer, primeacquisitionsgroup.com,
topecombuiders.com, SEC.gov, Amazon, I AM CEO podcast

The deals are real. The entity is missing. And the name is occupied.

Three facts define Billy's situation. One: **the receipts exist** — a public transaction page documenting 11 deals from a \$275k productivity app to a \$24M enterprise AI SaaS buyout, plus a published Amazon book and a team claiming monthly the volume classic brokers do yearly. Two: **none of it is findable** — DR 0.0, zero ranking keywords, zero organic visitors, zero recorded searches for his own name. Three: **the name itself is taken** — in Google's Knowledge Graph, "Billy Batt(s)" belongs to a Goodfellas murder victim at confidence 284, with Billy the dealmaker at ~24, the DealCon attendee average.

The verdict

This is the purest from-scratch build in the DealCon series — with the series' only true name collision. Most attendees fight obscurity; Billy fights a Hollywood-famous dead man plus an unrelated, SEC-flagged company that shares his firm's name. So the order of operations inverts: **disambiguate first, then amplify.** What makes the build fast is what he already owns — a concrete deal tape, a named system ("Buying Beast"), a book, and an 8,776-follower Instagram audience that 19 other attendees would need a year to assemble.

What the data says (pulled June 10, 2026)

- primeacquisitionsgroup.com: **DR 0.0, 0 keywords, 0 organic visits** (Ahrefs)
- 253 referring domains — topped by **scamadviser.com and link-seller farms**; Google discounts all of it
- "billy batt": **no recorded search volume; Ahrefs stores no SERP for it.** "billy batts": 2,889/mo — the mobster
- Knowledge Graph: Bentvena **284**, rugby legend Billy Batten **75**, Billy **~24** (KG Explorer)
- IG @billybattofficial: **8,776 followers** — his one real distribution asset
- billybatt.com: **unregistered** (so are .net, .org, .ai)

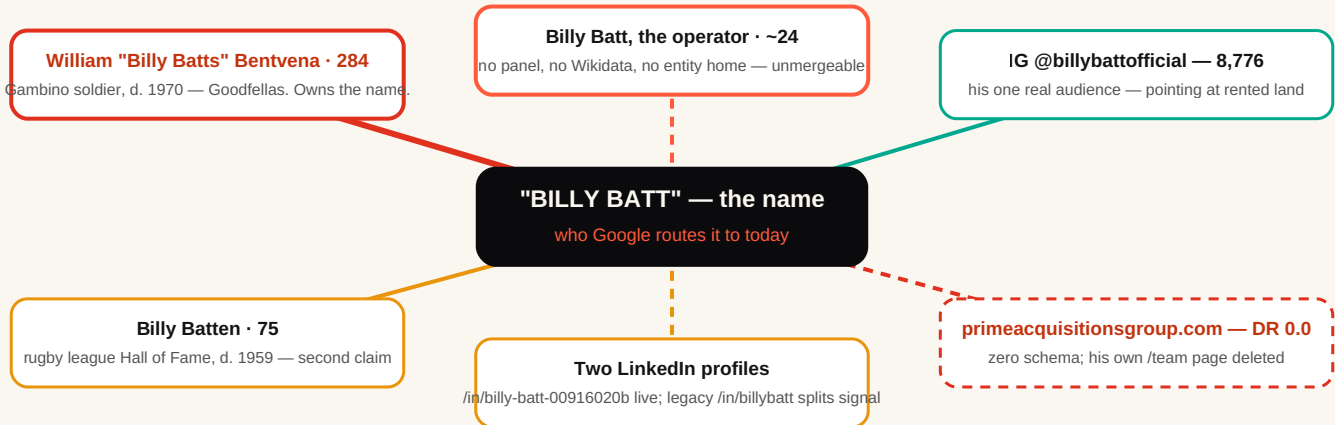
The asymmetry in one table

ALREADY REAL (THE HARD PART)	CURRENTLY MISSING (THE CHEAP PART)	WHAT THE GAP COSTS
16+ closed deals, \$1–48M range, 11 documented transactions with structures: SBA preapproval, earn-outs, PE syndicates (firm site, on record)	No named clients or testimonials; no third-party coverage that survives checking; team page for "billy-batt" deleted	A seller's lawyer Googles him and finds a mobster, a rugby player, and an SEC alert on a same-named stranger — and no Billy
A named system (Buying Beast), a published book (Unlimited Sellers Guide), an AI-first model with real builds (Xcept AI)	No entity home; the book unlinked from the firm; brand sprawl across 5+ ventures with no connective page	Google can't merge the fragments into one person; AI engines answer "Who is Billy Batt?" with the movie
8,776 Instagram followers against exactly the right bio: "Investors come to me when they want to buy online assets & businesses"	DR-0.0 funnel site with zero schema; no video archive; no podcast circuit; bio link with no home behind it	A warm audience that can't be retargeted toward an entity that doesn't exist

Year-1 frame: ~\$14k all-in (\$10,950 of \$10/day media + ~\$3k tooling; agent labor starts on our side) to register the name, build the entity home, lead with disambiguation, and convert the deal tape into proof that travels. Conservative impact math (p.14): **\$55k–\$225k in origination-cost and founder-hour equivalents** — before counting the lever that actually matters: one additional closed or saved deal.

Google's confidence in "Billy Batt": ~24 — buried under a man who died in 1970

In Google's Knowledge Graph, the strongest entity on this name is **William "Billy Batts" Bentvena (1933–1970)** — the Gambino crime family soldier whose murder, and "go home and get your shine box" scene, Frank Vincent made immortal in **Goodfellas** (1990). He scores **284**. Next comes **Billy Batten (75)**, an English rugby league Hall-of-Famer who died in 1959. Billy the dealmaker registers ~24 — the DealCon attendee average — with no panel, no Wikidata item, and no entity home. (BlitzMetrics KG Explorer, June 2026.)



Why the mobster wins

Bentvena has everything Google trusts: a Wikipedia article, fifty years of books and documentaries, a film that re-airs forever, **2,889 searches a month** on a difficulty-3 SERP, and fan accounts on every platform (there's even an IG handle @billybattss). Entities are built from corroboration. Billy's corroboration today is a funnel site with no schema, two LinkedIn profiles telling different decades of his life, and self-published press releases. Google does the only thing it can: it hedges — and hands the name to the dead man.

Why this is winnable anyway

Billy doesn't have to out-corroborate a Scorsese film for "billy batts" — and shouldn't try. The win condition is narrower: make **"billy batt"** (his exact spelling, zero recorded competition), **"billy batt prime acquisitions"**, and the AI-engine question **"who is Billy Batt?"** resolve to him. A facts-first entity home on billybatt.com (unregistered today), Person schema with a disambiguating description, one canonical bio, and 12+ consistent profiles give Google a second, living entity where today there is only noise.

The disambiguation rule: every owned surface carries the same one-line separator — in schema as **disambiguatingDescription** ("Canadian digital-M&A operator; co-founder of Prime Acquisitions Group — not the Goodfellas character"), and in content as charm: the collision is also Billy's most clippable hook. Nobody forgets the M&A guy who opens with the shine-box joke — **provided the joke ends on his deal tape.**

STRENGTHS

What Billy already has that most from-scratch builds don't

Most zero-entity operators also have zero raw material — the plan starts with "go create proof." Billy's inventory is unusually concrete: dollar figures on 11 transactions, a published book, a branded method, a verified origin story, and a warm audience. Almost all of it is **self-published** — which is the gap (p.5) — but as factory feedstock, it's a year of content already paid for.

<p>16+</p> <p>DEALS CLOSED · 6+ ACTIVE · PER THE FIRM'S SITE (SELF-REPORTED)</p>	<p>\$1–48M</p> <p>STATED TRANSACTION RANGE; LARGEST DOCUMENTED DEAL \$24M</p>	<p>11</p> <p>TRANSACTIONS DOCUMENTED WITH STRUCTURES ON THE PUBLIC DEAL TAPE</p>	<p>8,776</p> <p>IG FOLLOWERS @BILLYBATTOFFICIAL (JUNE 2026 SNAPSHOT)</p>
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STRENGTH	EVIDENCE (VERIFIED JUNE 10, 2026)
A documented deal tape	The Transaction History page lists 11 deals with real structures: \$24M enterprise AI SaaS (PE syndicate), \$13.5M e-commerce SaaS (3-year performance earn-out), \$8.75M performance marketing firm, \$2.8M multi-location med spa (seller financing + earn-outs), \$2.1M Florida agency, \$1.45M AI chatbot platform, \$1.25M med spa, \$980k B2B SaaS, \$875k aesthetics practice (closed in 4 weeks), \$750k gaming app, \$275k productivity app. SBA preapprovals, syndicates, earn-outs — it reads like an operator, not a marketer.
A named, ownable system	" Buying Beast " — a branded acquisition method with its own corporate history (founded with Andrew Baldwin; Alberta, Canada; July 2023 launch release) — plus " Unlimited Sellers Guide: For Finding Businesses to Buy at Will ", a published Amazon Kindle book under his own name. Branded-term real estate nobody else can claim, currently claiming nothing.
AI-first positioning with builds behind it	The firm bills itself as an AI-and-technology-first M&A shop; Billy is co-owner of Xcept AI (ecom/SaaS/AI systems), posts AI-for-deal-flow content on LinkedIn, and the IG bio promises "we build crazy AI things." In a 2026 market where every M&A firm claims AI, he can demo it — on camera.
An origin story that films itself	Eight years as a pipefitter/welder in Northern Canada's oilfields, running 100–150-man crews on gas plants and pipelines; the 2015 oil crash with a daughter on the way; 10X/Cardone world; agencies; then flipping digital businesses. Third-party documented on the I AM CEO podcast (ep. IAM1103, Aug 2021) and echoed in his Amazon author bio. Blue-collar-to-dealmaker is the most clippable founder arc in the room.
A real bench	Partners per the About page: Hung Nguyen — operated 50+ companies, scales businesses from six figures to multiple eight figures; Anthony — 25 years across AIG and Munich Re, later VP/Director of FP&A & Treasury at PE-backed Sigma7, founder of a fractional-CFO practice. Institutional texture most flippers can't show.
The audience already exists	IG @billybattofficial: 8,776 followers , active, on-positioning. Seed audience for lookalikes, retargeting pool for Dollar-a-Day (p.13), and social proof — the slowest asset to build from zero, already built.
Proof stories already written	Five case-study posts sit on the firm's blog right now: a \$100M+ PE exit partnership, six e-commerce companies locked up in one week for SBA-funded exits, a \$1.45M micro-SaaS exit, an eight-figure agency exit, a 5X web-agency sale. A content factory's first month of raw material, pre-approved.

The strategic read: the differentiation is already in his own words — "**typical brokers handle 2 to 6 deals annually; our team moves that volume every single month.**" Pair the volume claim with a visible, verifiable deal tape and it becomes a category of one: **the AI-first volume flipper with receipts.** Unverified, it stays a funnel-page boast. Every move in this report exists to close that gap.

The diagnosis: real receipts, zero entity, occupied name

Graded by deal-flow impact. Note what's **not** on this list: talent, track record, or material. Every row is plumbing — buildable in weeks, none of it requiring Billy to become famous first.

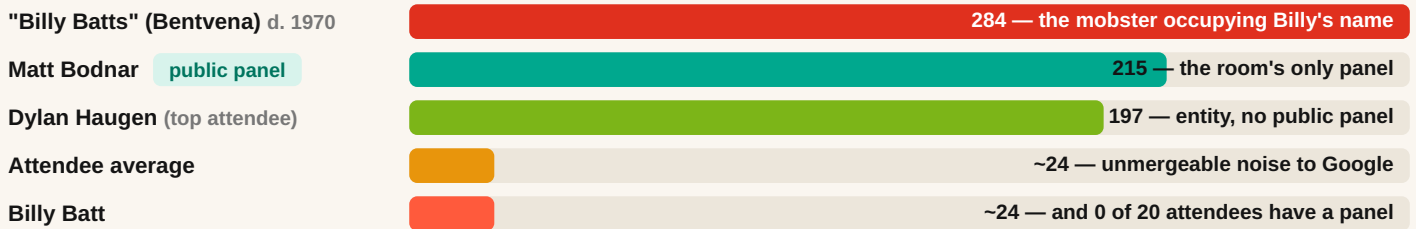
GAP	WHAT WE FOUND (VERIFIED DIRECTLY)	FASTEST FIX
F The name itself	"billy batt" has no recorded search volume — Ahrefs doesn't even store a SERP for it . The strings checkers actually reach — "billy batts" (2,889/mo, KD 3) and "billy batts goodfellas" (1,177/mo) — belong to a mobster murdered in 1970 whose entity scores 284 to Billy's ~24 (KG Explorer).	Entity home + disambiguating schema + corroboration loop (p. 11). Own the exact string; never fight the movie.
F primeacquisitionsgroup.com	DR 0.0; zero ranking keywords, zero organic visits (Ahrefs). Title tag is just "Prime Acquisitions Group"; meta keywords read "AI Consulting"; no JSON-LD schema anywhere ; the meta description ships with a line break in it; the blog lives at a machine-named URL (/insights-7959). A GoHighLevel funnel doing a corporate website's job.	Real title/meta layer, Organization schema naming founders, human URLs. Keep GHL for booking — not for identity.
F The backlink profile	906 live links from 253 domains — and the top referring domain by DR is scamadviser.com's automated checker page, followed by buybacklinks.agency (28 links) and a wall of fiverr-*-seo.site link-farm domains. Whether bought or drive-by spam, Ahrefs and Google discount all of it: DR rounds to 0.0.	Stop any link buying; file a disavow; earn 10 real links via the podcast/press circuit. Quality resets the profile fast at this size.
F His own team page is gone	Google still indexes primeacquisitionsgroup.com/team/billy-batt — it now redirects to the homepage . The About page introduces leadership by first name only ("Billy," "Hung," "Anthony"), and Anthony's bio ends mid-sentence: "structuring strategic alliances that". The homepage says 18+ industries; the About page says 15+.	Restore /team/billy-batt as a full bio page with Person schema; full names; finish the sentence; pick one industry count.
D Third-party proof	The only press is a self-published 2023 launch release (USANews newsroom, Daphne, AL) whose claim of features in "Marketwatch, Influencive, Entrepreneur, Time, Disrupt..." we could not independently verify anywhere . The 11 documented transactions carry no named parties and no testimonials. For a firm asking owners to hand over their life's work, every proof point is currently self-attested.	Create proof that survives checking: 2 podcast guest spots/month, named testimonials, deal-tape films. Retire unverifiable "as featured in" claims.
D Split identity & brand sprawl	Two LinkedIn profiles — the live /in/billy-batt-00916020b and a legacy /in/billybatt branded "The Property Broncos" (p.9). Five-plus brands (Prime Acquisitions, Buying Beast, Top Ecom Builders, Xcept AI, Aquilend Capital) with no page connecting them. buyingbeast.com returns an empty page (DR 0.5); topecombuilders.com is ©2023 and owned by "Top Recruitr LLC."	One entity home that contextualizes every venture; claim-or-kill the legacy profile; 301 or archive dead brands.
C The company-name collision	An unrelated " Prime Acquisitions Group, Inc. " (Chicago; prime-agi.com) has sat on the SEC's PAUSE list since July 30, 2019 — flagged for falsely claiming U.S. registration when soliciting investors (last reviewed June 2024). Billy's firm is not it — but nothing online says so, and an M&A diligence checker won't guess generously.	Factual disambiguation on the firm's site + schema (legal entity, jurisdiction, "no affiliation"); make the firm's own pages the definitive answer for its name.

The pattern: every gap is an execution gap agents can close without consuming Billy's deal hours. His personal cost for the entire 90-day plan on p.12: **~2 hours a month on camera plus approvals.**

Exactly average in the room — with the room's worst name collision

We scored the June 2026 DealCon roster on Google Knowledge Graph entity confidence — Google's own measure of how certain it is that a person is a distinct, known entity. Billy sits at ~24: almost exactly the attendee average. The difference between him and the rest of the average: the entity squatting on his name outranks even the room's champion.

Google Knowledge Graph confidence (BlitzMetrics KG Explorer, June 2026)



Search demand on the name space (Ahrefs, US, monthly)








WHAT THE NUMBERS MEAN	READ
Average is another word for invisible	At ~24, Google holds fragments — a LinkedIn here, a press release there — too thin and too contradictory to merge into a person. Zero of 20 attendees have a public panel; the room's race is wide open, and the corroboration slots (clean SERP positions, directory profiles, AI-answer citations) get harder to take once someone else's build matures.
The collision is unique to him	Everyone else at 24 fights obscurity. Billy fights a 284-confidence dead man with a Wikipedia page, a Scorsese film, and 2,889 searches a month. He cannot and need not win "billy batts" — the play is to give Google a clearly distinct second entity so that his exact spelling, his firm's name, and AI diligence questions route to him.
Receipts are his catch-up engine	Bodnar's 215 took a decade of output. Billy's corroboration loop can cite real, concrete things on day one — a deal tape with dollar figures, a published book, a branded method, a partner bench. From-scratch doesn't mean from-nothing; it means nothing is wired yet.

The honest frame: Billy is the room's purest test of the build path — nothing to defend, everything to construct, one warm audience (8,776 on IG) to bootstrap distribution, and a name that demands **disambiguation before amplification**. Done in that order, 90 days changes what every seller's lawyer sees.

Three domains rounding to zero — and the one that matters isn't registered

A volume-M&A operation runs on trust at first click, and every property in Billy's portfolio currently spends that trust instead of earning it. (Ahrefs + direct inspection, June 10, 2026.)

Domain Rating & organic footprint

primeacquisitionsgroup.com		DR 0.0 · 0 keywords · 0 organic visits/mo
buyingbeast.com		DR 0.5 · page loads empty
topecombuilders.com		DR 0.0 · footer still says ©2023
billybatt.com		UNREGISTERED — available at standard pricing, June 10, 2026
12-month target		billybatt.com DR 10–15 · PAG DR 15+ on a clean profile

PROPERTY	FINDINGS	FIX
primeacquisitionsgroup.com the firm	GoHighLevel funnel stack (leadconnectorhq assets, closefirst.ai booking embed). Generic title tag; "AI Consulting" meta keywords; zero structured data; /team/billybatt deleted (301 to home); blog at /insights-7959. The good news: real content exists — an 11-deal transaction page and five case studies — it's just invisible as structure. Backlink profile: 253 reldomains topped by scamadviser.com and link farms (p.5).	Treat as the firm's conversion surface: descriptive titles, Organization schema naming the founders, restored team pages, human URLs, disavow file, 10 earned links. Keep the funnel for booking.
buyingbeast.com the branded method	DR 0.5; the page rendered empty at audit time. Yet the 2023 launch press release, a YouTube channel, Facebook and LinkedIn company pages all still point here. A named brand with its own (modest) equity, abandoned mid-air.	Decide once: revive as the method's home ("The Buying Beast system") or 301 everything into the entity home. Don't leave a branded term resolving to a blank screen.
topecombuilders.com the legacy venture	DR 0.0; ©2023 footer; "owned by Top Recruitr LLC, dba TopEcomBuilders"; "powered by Buying Beast"; claims 50+ clients and multiple seven figures in client revenue (2022–23, self-reported). E-com automation positioning from a previous chapter, still publicly attached to his name.	Archive honestly: a "past ventures" entry on the entity home, then redirect or sunset. Stale chapters read as abandonment to diligence checkers.
billybatt.com the missing entity home	Unregistered as of June 10, 2026 — along with billybatt.net, .org, .co, and .ai (GoDaddy availability check). For a man whose name is occupied by a mobster, the exact-match .com sitting open is the single cheapest, highest-leverage fact in this entire report.	Register today (~\$12). Facts-first one-pager with Person schema this week; full entity home by Day 30 (p.11–12).

The design decision: billybatt.com becomes the canonical entity home — bio, deal tape, book, ventures, disambiguation FAQ, Person schema, sameAs graph — while primeacquisitionsgroup.com stays the firm's conversion surface, and every legacy property 301s or links in. **One person, one home, many doors.** Today there are five doors and no house.

What a seller's lawyer finds when they check him out

The moment that decides whether an owner signs Billy's LOI: the post-handshake Google session. For "billy batt," Ahrefs stores **no SERP at all** — recorded volume is zero — so the name resolves by adjacency: search engines pull toward "Billy Batts," and the checker meets the movie. Here is the name space they actually navigate (each row verified June 10, 2026):

SEARCH STRING	DEMAND (US)	WHO OWNS IT TODAY	WHAT THE CHECKER CONCLUDES
"billy batts"	2,889/mo · KD 3	William Bentvena: Wikipedia, fan wikis, murder-scene explainers, "go home and get your shine box" clips	The autocorrect destination — a dead gangster
"billy batts goodfellas"	1,177/mo	Movie clips, Frank Vincent tributes, scene anatomy articles	Reinforces: this name = that character
"billy batt"	0 recorded	A mixed page: his LinkedIn + Instagram, the legacy "Property Broncos" profile, a 2021 podcast, rugby-era Billy Batten artifacts, mob-tribute handles (@billybattss)	Fragments — nothing authoritative is his
"prime acquisitions group"	0 recorded	The firm's funnel pages — and, in the same namespace, SEC.gov's PAUSE alert on the unrelated "Prime Acquisitions Group, Inc." (Chicago, prime-agi.com, listed July 30, 2019)	A diligence-killer if conflated; nothing currently disambiguates
"buying beast"	0 recorded	A 2023 press release, dormant socials, an empty website	The named system, unfindable

The AI layer answers with the movie

Ask an assistant "Who is Billy Batt?" and it assembles from what exists: Wikipedia's Bentvena article, Goodfellas wikis, a rugby Hall of Fame, a thin LinkedIn, a self-published release. **Day-1 task: run the baseline probe** (ChatGPT, Perplexity, Gemini, Grok) on "Who is Billy Batt?" and "Is Prime Acquisitions Group legitimate?", archive the answers, and re-test quarterly. Goal state: assistants answer with the co-founder of Prime Acquisitions Group — with a disambiguation clause separating him from both the film character and the SEC-flagged Inc.

Why the empty SERP is an asset

Zero recorded searches means **zero entrenched competition for his exact string**. Every asset shipped — entity home, Amazon author page, podcast appearances, deal-tape films — lands on a page with no incumbent except adjacency noise. The win isn't outranking a 284-confidence mobster on the mobster's own name; it's giving Google and the AI engines a coherent second entity so "billy batt," "billy batt m&a," and "billy batt prime acquisitions" route to the living one. On zero-volume names, the first definitive page typically owns the result within weeks of indexing.

Category demand he can actually farm (Ahrefs Keywords Explorer, US): "buy online business" pulls **720/mo at KD 82** — too hot for a DR-0 site. The operator long-tail is open: **"website flipping" 194/mo at KD 41**, **"how to buy an online business" 200/mo at KD 61**, and **"how to sell an online business" 73/mo at KD 64 with a \$6.00 CPC** — the highest-intent string a seller types. The Buying Beast method article and the deal-tape series (p.10) target these while the name plumbing cures.

One real audience — 8,776 followers — and nowhere to send them

Billy's footprint inverts the usual operator problem: most have a website and no audience; he has an audience and no home worth the click. Grades reflect contribution to the entity and to deal flow, not follower counts.

CHANNEL	STATE (JUNE 2026)	THE PLAY
B- Instagram — @billybattofficial	8,776 followers (June 2026 snapshot). The bio says exactly the right thing: "Investors come to me when they want to buy online assets & businesses. We build crazy AI things." Active and on-positioning — his strongest channel — but it points at rented land, with no entity home behind the link.	Keep the cadence; bio link → billybatt.com; top posts become the Dollar-a-Day creative pool; mine comments/DMs for testimonial candidates.
C LinkedIn — /in/billy-batt-00916020b	The correct, current profile: "Partner in Prime Acquisitions Group (Investor/Flipper), Co Owner in Xcept AI." Real M&A/AI posting (e.g., "AI for Deal Flow & Ops," late 2025). But it sits on an auto-generated URL slug and shares his name's LinkedIn real estate with a legacy profile.	Claim a clean vanity URL; one canonical headline string; 2 factory posts/week; creator mode on.
D LinkedIn — /in/billybatt (legacy)	Branded " The Property Broncos. " Either Billy's own abandoned contractor-marketing-era profile — a 2021 I AM CEO episode links this exact URL alongside @billybattofficial while telling his oilfield story — or a namesake; we could not conclusively resolve which. Either way it owns the best vanity URL on his name and splits the entity signal.	If his: merge, archive, redirect. If not: differentiate hard (photo, headline, schema) so Google stops blending the two.
D Facebook — billy.batt.568 + Buying Beast page	Personal account has used the alias "Billy The Batt"; the Buying Beast company page is dormant since the e-com era. Aliases multiply the fragmentation Google already can't resolve.	One name string and one headshot everywhere; repoint brand pages at the entity home or archive them.
D YouTube — Buying Beast channel	A channel exists from the 2023 launch; activity and subscriber count were not verifiable at audit time (flagged, not assumed). No channel exists for Billy or for Prime Acquisitions Group — zero video, for a man whose deal tape is inherently filmable.	One canonical channel (Billy Batt / PAG); deal-tape films + book clips + AI demos; embed every film on the entity home.
F The handle minefield	Mob-tribute accounts (e.g., IG @billybattss) and Goodfellas fandom occupy the adjacent handle space on every platform; "Billy Batt" handles he doesn't hold can be mistaken for him — or for the character.	Register open @billybatt variants; consistent avatar + name + one-line disambiguator so checkers can't confuse the operator with the memorabilia.

What the 8,776 is worth

A themed, warm audience is the slowest asset in this whole system to build — and he already has it: a **retargeting seed**, a **lookalike source**, and live social proof. Nineteen other attendees would need a year of posting to assemble what this account already holds. It's also why his Dollar-a-Day engine (p.13) works on day one instead of month four.

The missing plumbing

- No entity home behind the bio link — attention arrives, then evaporates.
- No sameAs graph: IG, two LinkedIns, Facebook, Amazon, and the firm never reference each other in a way machines can read.
- No video archive — the deal tape exists only as text on a funnel page.
- Aliases ("Billy The Batt," auto-slug LinkedIn) that keep Google guessing. The schema sweep + factory fix all four without changing what he posts.

Top assets to repurpose — every one already exists, with the exact play

Content-factory rule: one proven asset → one definitive article on the entity home + 10–15 clips + quote posts, everything pointing at a single canonical URL. Billy's queue is concrete — receipts, a book, a verified origin story, five written case studies, and an active IG. Nothing below needs to be invented.

ASSET (REAL, VERIFIED)	WHY IT'S PROVEN	THE REPURPOSE PLAY
The 11-deal Transaction History page (\$275k app → \$24M AI SaaS, with structures)	The rarest thing in the flipping niche: dollar figures plus deal mechanics (SBA preapproval, earn-outs, seller financing, PE syndicates) on the public record	The "Deal Tape" series: 11 one-minute breakdowns — what was bought/sold, the structure, what nearly killed it — filmed in one afternoon. Feeds the definitive article "What digital businesses actually sell for in 2026" on billybatt.com + 11 reels + LinkedIn carousels, all → one canonical URL.
"Unlimited Sellers Guide: For Finding Businesses to Buy at Will" (Amazon Kindle, by Billy Batt)	A published book is the highest-trust corroboration he owns; the Amazon author page is an entity signal Google reads natively	Complete the author page + two-way sameAs links; chapter excerpt as the seller-side lead magnet; 20 quote-card posts; the "\$12 business card" play for outreach (mail the book, not a pitch); Book schema on the entity home.
The oilfield origin story (8 yrs pipefitter/welder, 100–150-man crews; 2015 crash + daughter on the way → flipper) — I AM CEO ep. IAM1103, Aug 2021	Blue-collar-to-dealmaker is the most clippable founder arc in the room — and it's already third-party documented, in his own voice	The signature 3-minute film for billybatt.com/about + 8 clips; the cold-open for every podcast pitch; the "why sellers trust him" emotional anchor under every retargeting sequence.
The 5 existing case-study blog posts (\$100M+ PE exit partnership · 6 e-com LOIs in one week · \$1.45M micro-SaaS exit · 8-figure agency exit · 5X web-agency sale)	Proof narratives already written and approved — a month of factory raw material with zero new effort	Republish each on a real URL with schema; cut each into a case film + carousel + 3 reels. "6 LOIs in one week" is the flagship — it IS the volume-operator differentiation, dramatized with real numbers.
The "Buying Beast" method + name	A branded system with corporate history (2023 launch, Alberta) and a memorable name — branded terms are the easiest SERPs to own	Definitive article: "The Buying Beast Method: how we move a broker's year of deals every month." Owns the term, anchors the book, gives the IG bio a destination, and becomes the citation AI engines quote.
IG @billybattofficial back catalog + "we build crazy AI things"	8,776 followers of engagement data showing which hooks already work; AI-for-deal-flow demos are 2026's hottest M&A content	Top organic posts → the Dollar-a-Day creative pool (p.13). One screen-recorded AI deal-sourcing demo per month ("watch the machine find sellers") → YouTube + LinkedIn — showing, not claiming, the AI-first edge.
The Goodfellas collision itself	2,889 searches/mo prove the world's attention sits one letter from his name; self-aware humor is earned-media bait	One charm-forward asset: "I share a name with a Goodfellas casualty — here's how to find the living one." Pinned post + entity-home FAQ + podcast cold-open. Turns the liability into the most memorable intro in M&A.

Priority order = disambiguation leverage: the origin film and Deal Tape build the entity · the book and method article feed Google and AI answers · the blog re-cuts keep weekly cadence alive · the Goodfellas asset makes him unforgettable — in that order.

From ~24 and buried → a panel-grade entity that can't be mistaken for a mobster

Nineteen of twenty attendees start the panel playbook near zero. Billy starts near zero **with the name occupied** — so his loop leads with disambiguation. Six moves, in order, all agent-executable.

- 1 **Register billybatt.com and ship the facts-first entity home.** Open as of June 10, 2026 (.net/.org/.ai too). Structure: hero → stats bar (16+ deals, \$1–48M) → story → ventures (Prime Acquisitions, Xcept AI, Aquilend, the book) → Deal Tape → press/appearances → connect. Person schema (JSON-LD) on day one, including **disambiguatingDescription**: "Canadian digital-M&A operator, co-founder of Prime Acquisitions Group — distinct from the Goodfellas character Billy Batts and from Prime Acquisitions Group, Inc. of Chicago."
- 2 **Canonize ONE identity string and push it everywhere.** "Billy Batt — Co-Founder, Prime Acquisitions Group. AI-driven M&A for digital businesses." Same name, headshot, and line on LinkedIn, Instagram, Facebook, Amazon author page, YouTube, and every podcast bio. Resolve the two-LinkedIn split: claim-or-kill /in/billybatt; vanity-URL the real profile.
- 3 **Build the corroboration loop.** Amazon author page completed and linked both ways; Crunchbase founder profile; the firm's /team/billy-batt restored with Person schema; Organization schema on primeacquisitionsgroup.com naming its founders; podcast directory bios; a consistent sameAs graph across 12+ surfaces with zero contradictions. This is what KG confidence is made of.
- 4 **Earn third-party proof that survives checking.** Two podcast guest spots a month in the M&A/flipping circuit, pitched with the origin story + Deal Tape; named testimonials from closed transactions; one data story for trade press ("what 16 digital deals taught us about 2026 multiples"). Retire the unverifiable "as featured in" claims — they now cost more than they add.
- 5 **Wikidata + KG MID watch.** Once 5+ independent citations exist, create the Wikidata item citing them; re-pull KG Explorer monthly to watch Billy's entity strengthen and separate from Bentvena's; when corroboration reaches panel grade, claim the panel in Search Console.
- 6 **Feed it forever.** Panels and AI answers follow living corroboration: weekly factory output (p.10), deal announcements as schema'd posts on the entity home, quarterly AI-probe regression tests. ~2 founder-hours a month on camera; agents do the rest.

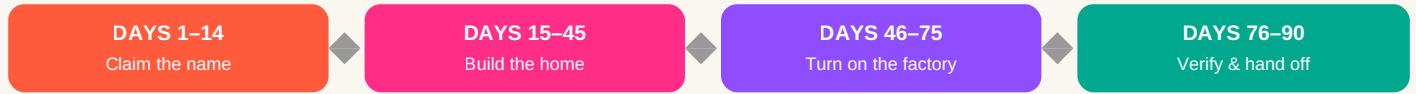
Entity facts today

Billy Batt: confidence ~24 · no public panel · no Wikidata item · no entity home · name string dominated by William "Billy Batts" Bentvena (284) and Billy Batten (75). Source: BlitzMetrics KG Explorer, June 2026. Zero of 20 DealCon attendees have a public panel — the prize is unclaimed in this room.

The risk of doing nothing

Every month unbuilt, thousands more "billy batts" searches deepen the wrong entity; AI assistants keep answering diligence questions with the movie; and the SEC-alert namespace around his firm's name stays unmanaged **while the firm scales its outreach**. Trust failures won't announce themselves — deals will simply go quiet, and nobody will tell him why.

Claim the name → build the home → turn on the factory → verify & hand off



PHASE	WORKSTREAMS (AGENT SKILL IN PARENTHESES — SAME 10-SKILL LOCAL SERVICE SPOTLIGHT LIBRARY AS THE OTHER DEALCON BUILDS)	EXIT CRITERIA — MEASURABLE
Days 1–14 Claim the name	<ul style="list-style-type: none"> Register billybatt.com (+.net/.org/.ai); holding page with Person schema + disambiguatingDescription live in week one (personal-brand-website-agent) Buy-box + differentiation: "the AI-first volume flipper with a public deal tape" (personal-brand-strategist) Proof harvest: every deal, post, the book, the 2021 episode → ranked library (positive-mentions-harvester) Identity sweep: one name/headshot/bio everywhere; LinkedIn split resolved; firm-site QA — /team/billy-batt restored, full names, Anthony's bio finished, real title tags (knowledge-panel-entity-seo) AI baseline probe archived: "Who is Billy Batt?" (ai-search-visibility) 	Domain live with valid schema · proof library ≥40 items · one identity everywhere · QA leaks closed · baseline answers on file
Days 15–45 Build the home	<ul style="list-style-type: none"> Full entity home live: story, Deal Tape, ventures, book, disambiguation FAQ (personal-brand-website-agent) Film day #1: origin film + 11 deal-tape narrations in one afternoon Organization schema + founder cross-links on primeacquisitionsgroup.com; disavow filed on the link-farm profile Corroboration loop: Amazon author page, Crunchbase, directories, podcast bios (knowledge-panel-entity-seo) "The Buying Beast Method" definitive article (definitive-article-writer) 	Schema validates · 12+ corroborating profiles consistent · method article indexed · 12 films in edit · disavow filed
Days 46–75 Turn on the factory	<ul style="list-style-type: none"> Weekly cadence: deal-tape reels, blog re-cuts, AI-demo screencasts (content-factory) YouTube channel live; films embedded on entity home + firm site Dollar-a-Day live at \$30/day; first kill-the-bottom-90% cycle (dollar-a-day-strategist) Podcast wave 1: 10 pitches → 2 bookings/month, origin story + Deal Tape as the hook Named-testimonial collection from closed deals; first earned backlinks 	3 channels publishing weekly · ads spending \$30/day with benchmarks beaten · 2 guest spots aired · first real links replacing the farm profile
Days 76–90 Verify & hand off	<ul style="list-style-type: none"> AI re-probe vs Day-1 baseline; corrections fed via schema + bios (ai-search-visibility) KG re-pull: Billy's entity strengthening and separating from Bentvena's (knowledge-panel-entity-seo) SERP check: entity home + LinkedIn + IG + Amazon owning the "billy batt" page Handoff: skills installed on Billy's side; his VA team runs the weekly loop; QA self-documents (recursive-self-improvement-qa) 90-day scorecard vs the baseline below 	AI answers name the right Billy · his properties own the exact-string SERP · team running the loop without us

The weekly dashboard (baseline → Day-90 target)

BILLYBATT.COM	"BILLY BATT" DEMAND	KG ENTITY	PAG SITE DR	IG FOLLOWERS	PODCAST SPOTS AIRED	AI ANSWER TO "WHO IS BILLY BATT?"
Unregistered → live · DR 5+	0 recorded → 30+/mo	~24, buried → distinct + corroborated	0.0 → 5+ clean	8,776 → 10,000+	0 → 6	The mobster → the dealmaker

Year-1 continuation: branded search 100+/mo, entity home DR 10–15, "buying beast method" owned top-3, Deal Tape at 50+ films, Wikidata live, panel claim filed.

The Dollar-a-Day engine: **\$10 each** on Meta, LinkedIn, YouTube

Dollar-a-Day doesn't buy reach for its own sake — it buys **repetition with the few thousand owners and investors who can hand Billy a company**, using creative that already proved itself organically. Annual cost: \$10,950. His 8,776-follower IG means the retargeting engine has fuel on day one — most DR-0 operators wait months for that.

CHANNEL (\$10/DAY)	TARGETING (GOALS → CONTENT → TARGETING)	CREATIVE POOL (ALREADY EXISTS)	EXPECTED MONTHLY REACH @ 2025-26 BENCHMARKS
Meta (IG+FB) Retargeting first	His 8,776 IG followers + engagers + video viewers + entity-home visitors; lookalikes of that seed; US/Canada digital-business-owner pockets	Deal-tape reels (\$24M syndicate, 6-LOIs-in-a-week), origin-story clips, book quote cards, Goodfellas disambiguation hook	~\$300 @ \$10–15 CPM → 20,000–30,000 impressions — surround-sound during live LOIs
LinkedIn Thought-leader ads	Founders/owners of SaaS, e-commerce, agency, and med-spa businesses (his stated 18+ industries); M&A intermediaries and SBA lenders; lighthouse: followers of flipping marketplaces and M&A communities + the DealCon list	"6 LOIs in one week" film; \$13.5M earn-out breakdown; AI deal-sourcing screencast; partner-bench introductions	~\$300 @ \$35–75 CPM (decision-maker premium) → 4,000–8,500 owner impressions
YouTube In-stream + in-feed	Custom-intent audiences: "sell my online business," "how to sell an online business" (\$6.00 CPC intent), "website flipping," "sell my SaaS"; viewers of M&A and acquisition-entrepreneurship channels	The 11 deal-tape films; the Buying Beast method explainer; the origin film; monthly AI-demo screencasts	~\$300 @ \$0.05–0.12 CPV → 2,500–6,000 completed views of long-form proof

Operating rules (MAA loop)

1. Every clip gets **\$1/day × 7 days** first — never scale cold creative.
2. Kill the bottom 90% by cost-per-15-second-view / CTR.
3. Winners get **\$30 over 30 days**, re-tested against fresh challengers.
4. **Lighthouse targeting**: aim winners at marketplace audiences, M&A-community followers, DealCon lists, and the retargeting pool around every live deal.
5. Metrics → Analysis → Action weekly; agents run the loop, Billy sees one page.

What a year buys

~**350,000–540,000 targeted impressions + 30,000–70,000 completed views**, concentrated on a few thousand digital-business owners, buyers, and referrers — his exact pipeline, seeing him 2–3× a week, all year.

By month 3, every live conversation is surrounded: the owner who got Billy's LOI on Tuesday sees the \$13.5M earn-out breakdown Wednesday, the oilfield origin film Thursday, and the book Friday. **That's trust, amortized — and for once, the Billy Batt they remember is the living one.**

Benchmark sources: LinkedIn median CPM \$31–38, decision-maker premium 2–3× (TheB2BHouse, HockeyStack); Meta global avg CPM ≈\$11.76, US \$10–16 (Uproas, Brafton); YouTube CPV \$0.026–\$0.30, US skew (StoreGrowers, Stackmatix). Reach ranges use the conservative end of spend after fees. Same benchmark set as the companion DealCon audits.

The math is seller trust: **\$55k–\$225k equivalent** for ~\$14k — before counting a single extra deal

Baseline, stated plainly: Prime Acquisitions runs a volume model — 6+ active deals, a \$1–48M stated range, sourcing by outreach and network (firm site, self-reported). In that game the scarce inputs are **trust at first contact** and **diligence survival**. That's what we model. Every assumption is visible; ranges deliberately conservative for a DR-0, pre-entity baseline.

LEVER (MECHANISM)	CONSERVATIVE	EXPECTED	AGGRESSIVE
1. Qualified seller/buyer conversations entity home + \$30/day surround-sound + podcast circuit + 8.8k warm seed; valued at \$750/qualified conversation — assumption anchored to the \$6.00 CPC on "how to sell an online business" and long paid-funnel conversion paths	+40/yr → \$30k equivalent	+100/yr → \$75k	+200/yr → \$150k
2. Founder hours returned warm-name outreach converts at multiples of cold (Edelman×LinkedIn: 90% of decision-makers more receptive to consistent publishers); fewer dead first calls; \$250/hr assumption for a co-founder running a deal shop	100 hrs → \$25k	200 hrs → \$50k	300 hrs → \$75k
3. Deal-death prevention deals that die quietly when a checker meets the mobster, the SEC-flagged namesake firm, or zero proof	One saved or gained transaction at the firm's documented median (~\$1.45M) clears a six-figure outcome at any standard digital-M&A success rate — deliberately excluded from totals ; one occurrence pays for this program for years		
4. The compounding lever the same entity that wins sellers pre-sells Aquilend investors, Xcept AI clients, and the book's audience	Strategic upside, unquantified by design — the identical assets feed it automatically		
Year-1 total (levers 1+2 only)	≈ \$55k	≈ \$125k	≈ \$225k
All-in cost (media \$10,950 + ~\$3k tools; agent labor: ours to start)	≈ 4× return	≈ 9× return	≈ 16× return

What this model is NOT

Not a forecast — and not a verification of the firm's own claims. We report "16+ deals" and "\$1–48M" as the firm states them; **this program's job is to make those claims independently verifiable** (named testimonials, third-party coverage, films) so they stop being claims. It also doesn't replace deal skill: sellers still decide on price, terms, and chemistry. And it will never outrank Goodfellas on the mobster's own name — by design, it doesn't try.

Why the conservative case is hard to miss

It requires only **~3 incremental qualified conversations a month** — from a warm 8,776-follower audience, \$30/day aimed at exact-intent searchers, an empty exact-string SERP, and a deal tape already written — plus a modest efficiency gain on outreach hours. The expensive parts of authority (receipts, book, audience) are already paid for. **We're only paying for plumbing and distribution.**

NEXT STEPS

Five fixes this week. One decision this quarter.

Everything below is zero-risk, pure-upside plumbing on assets Billy already owns — or can own for the price of lunch. Our agents can ship items 1–4 before DealCon's closing session.

- 1 Register billybatt.com — it's open today.** So are .net, .org, and .ai (checked June 10, 2026). Roughly \$12 and ten minutes; the single highest-leverage purchase in this report. (10 minutes)
- 2 Ship the facts-first holding page with Person schema** — bio, deal stats, ventures, and the disambiguatingDescription that separates him from the Goodfellas character and from "Prime Acquisitions Group, Inc." of Chicago. (1 day)
- 3 Fix the firm site's identity layer** — restore /team/billy-batt, add full names for Hung and Anthony, finish Anthony's mid-sentence bio, pick one industry count (the homepage says 18+, the About page 15+), write real title tags, add Organization schema. (1 day)
- 4 Resolve the LinkedIn split and the bio links** — claim-or-kill /in/billybatt, vanity-URL the real profile, one headline string everywhere, IG bio link → the new home. (2 hours)
- 5 Run the AI baseline probe** — archive what ChatGPT, Perplexity, and Gemini say today to "Who is Billy Batt?" and "Is Prime Acquisitions Group legitimate?", so Day 90 has a before-and-after. (1 hour)

The one decision

Turn on the factory: Film Day #1 (the origin story + 11 deal-tape narrations in one afternoon), weekly publishing run by agents, \$30/day Dollar-a-Day on the warm audience he already built, and two podcast pitches a week. Billy's personal cost: ~2 hours a month on camera. Ours: everything else — the same 10-skill agent library running the other DealCon builds.

"You've closed sixteen deals the internet can't see, written a book Google doesn't connect to you, and built an audience with nowhere to land — while page one of your name belongs to a man who died in 1970. Give us 90 days and \$30 a day, and the next seller who checks you out meets the operator with the deal tape. Not the shine box."

Dennis Yu

BlitzMetrics · Personal Brand Engineering · Local Service Spotlight
612·707·8045 · dennisyu.com

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Data refreshes available on request · All sources cited inline