

## **Jeffrey Herter of Rye Encourages Strategic Growth for Small Business Owners**

Jeffrey Herter of Rye, New Hampshire, highlights the importance of discipline, planning, and mentorship in building sustainable small businesses.



**Hampton, New Hampshire May 11, 2026 ([IssueWire.com](https://www.IssueWire.com))** - Jeffrey Herter of Rye, a real estate investor and Principal at Providence Real Properties, LLC, is encouraging small business owners to focus on strategic, long-term growth rather than short-term gains in today's evolving economic environment.

Drawing on more than 15 years of experience in finance and real estate, Herter advocates a more disciplined approach to building and managing businesses.

"Many people focus on quick wins," Herter said. "But real success comes from building something that lasts. That requires structure, patience, and a clear plan."

### **Why Strategic Growth Matters in Today's Market**

Small businesses remain a key driver of the U.S. economy. According to the U.S. Small Business Administration, small businesses account for 99.9% of all U.S. businesses and employ nearly half of the private workforce.

Despite their importance, long-term sustainability remains a challenge. Data shows that approximately 50% of small businesses do not survive beyond five years, often due to lack of planning, inconsistent cash flow, or poor decision-making under pressure.

Herter believes these challenges can be addressed with a more disciplined, strategy-first approach.

"You need to understand where you are going before you focus on how fast you get there," he said.

### **Building a Strong Foundation for Growth**

Herter emphasizes that growth should be built on strong fundamentals.

This includes understanding financials, managing risk, and setting clear, measurable goals. He encourages business owners to simplify their approach and focus on what drives long-term value.

"I write my goals in a notebook," Herter said. "It keeps everything clear and focused."

Research supports this practice. Studies have shown that individuals who write down their goals are significantly more likely to achieve them.

For Herter, clarity leads to better decisions and more consistent outcomes over time.

### **Applying Investment Discipline to Business Strategy**

Before transitioning into real estate, Herter co-founded a derivatives trading firm. That experience shaped how he approaches decision-making today.

"Trying to establish myself as a derivatives trader took hard work, studying, and visualization," he said.

In that environment, risk management and discipline were critical. Those same principles apply to small business growth.

Herter encourages owners to evaluate decisions carefully, understand potential risks, and avoid reacting emotionally to short-term challenges.

“I rely on being conservative with risk and having an analytical mind,” he said.

## **The Role of Mentorship in Long-Term Success**

In addition to his professional work, Herter serves as a volunteer SCORE mentor, helping small business owners navigate challenges and improve their operations.

According to SCORE, businesses that receive mentorship are significantly more likely to survive and grow compared to those that do not.

“Many business owners just need guidance and a clear way to think through decisions,” Herter said. “Mentorship can make a real difference.”

He views mentorship as a practical way to share knowledge and help others build stronger foundations.

## **Creating Consistency Through Daily Habits**

Herter also highlights the importance of daily habits in supporting long-term growth.

He incorporates practices such as meditation, visualization, and structured goal-setting into his routine. These habits help maintain focus and reduce the impact of external distractions.

“Staying consistent over time is what drives results,” he said. “It is not about doing something once. It is about doing the right things every day.”

## **A Call to Action for Small Business Owners**

Herter is encouraging small business owners to take a step back and evaluate their current approach to growth.

He suggests focusing on practical steps that can be implemented immediately:

- Set clear, written goals
- Build a structured plan based on realistic assumptions
- Focus on managing risk alongside growth
- Seek out mentorship and guidance when needed

“Discipline is something you build over time,” Herter said. “If you stay consistent, the results follow.”

## **About Jeffrey Herter**

Jeffrey Herter of Rye, New Hampshire, is a real estate investor and Principal at Providence Real Properties, LLC. He has more than fifteen years of experience investing in and operating multifamily properties across the United States. Herter began his career in finance, co-founding a derivatives

trading firm before launching several investment ventures, including Herter Capital Management and JJH Investments. He graduated *cum laude* from Boston University's Questrom School of Business with a degree in accounting. In addition to his professional work, he serves as a volunteer SCORE mentor, supporting small business owners with practical guidance and long-term strategy.

## **Media Contact**

Jeffrey Herter

\*\*\*\*\*@jeffreyherter.com

<https://www.jeffreyherter.com/>

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