



Bruce Vanderlaan

Bruce Vanderlaan is an independent Consultant with NAVIX exit planning network.

He works together with the NAVIX exit planning team to help business owners and health care agencies map out and follow a course to successfully position, grow, and exit the business they have poured heart and soul into on their own terms. By teaming up, they can provide years of business building, operations, legal, and mergers & acquisition experience, insight, and knowledge. All of these facets work together to provide the business and agency owners with the best help available to meet their strategy, goals, and prepare for the next chapter.

Bruce literally grew up in business and has been heavily involved with the health care industry for his whole career. Bruce started working in the family business at nine years old and has been in and around health care since he was a child. For 25 years his mother was the Director of Nursing at a nursing home in Ludington, Michigan where he often accompanied her to work. When she moved into the Home Health Care field, she and her business partner often consulted with him after he started practicing law, giving him a unique foundation and perspective.

He began his legal career with Varnum, Riddering, Schmidt & Howlett, which was then the premier and largest law firm in West Michigan and has represented businesses and health care practices for 26 years. In dozens of cases, he has represented numerous clients in negotiations and transactions or has acted as the closing agent in closing the deal. He doesn't just hold a law degree, he built a successful long-standing practice in the field. Bruce has been integrally involved with businesses, agencies, and practices at every stage from formation, through operations and employment matters, to marketing and closing a transition. He understands transitions well, having exited his Michigan practice and started a new business in Florida in 2010.

Bruce holds a Bachelor of Science in Business Administration and is an honors graduate of the University of Detroit School of Law. He lives in Fort Myers, FL with his wife and daughter, and they enjoy sailing, skiing, running, and travel