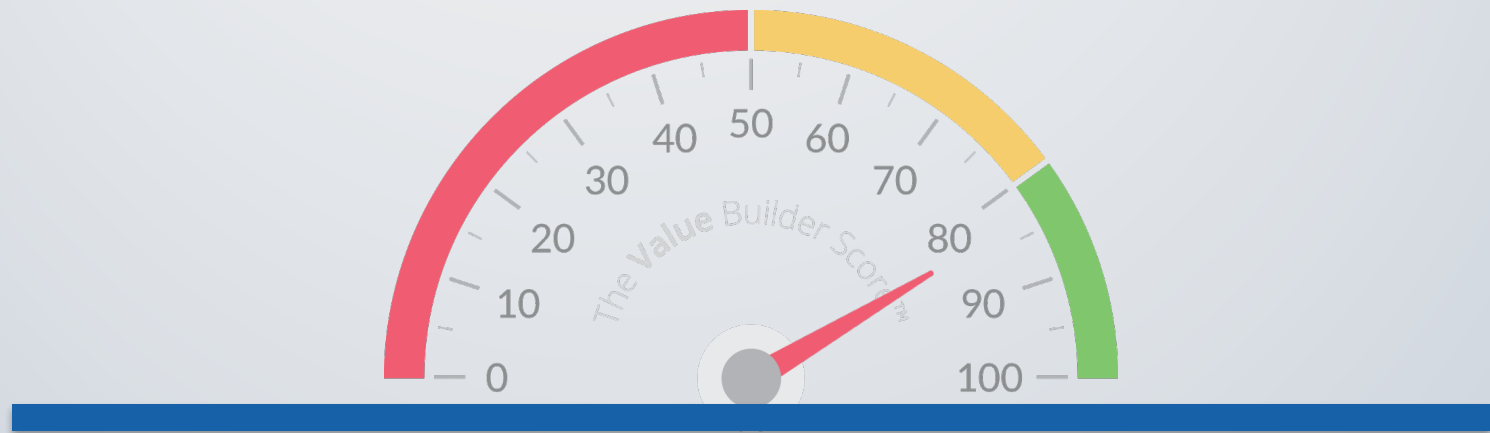


The Sellability Tracker

The **Value** Builder System™



www.ValueBuilderSystem.com

The Value Builder System™ is a statistically proven method for increasing the value of a company by 71%.

Objectives & Methodology

The Sellability Tracker is a quarterly study designed to track worldwide trends in the liquidity of privately held businesses.

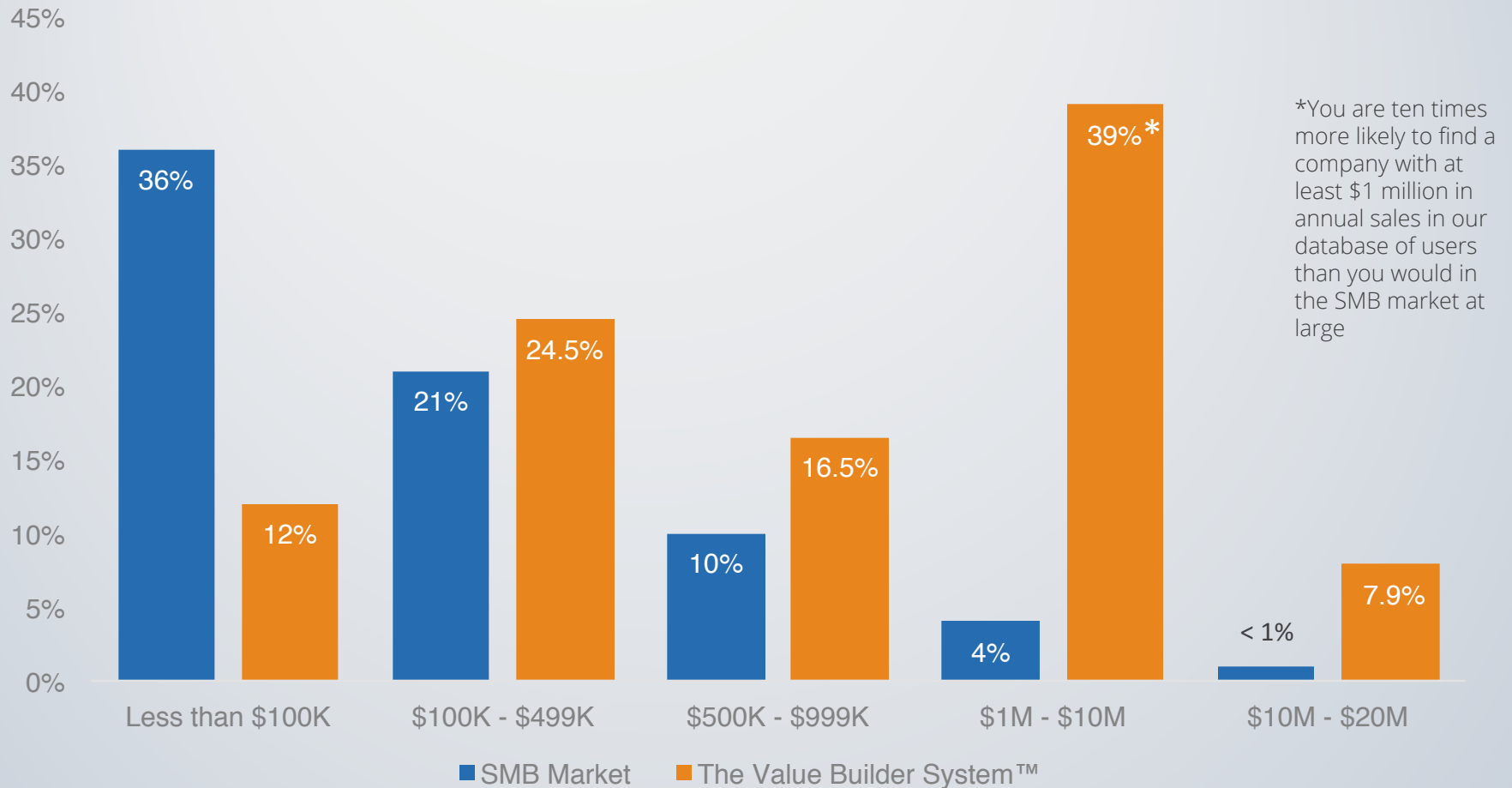
This study was conducted by the team at **The Value Builder System™**— a cloud-based software application that allows business owners to evaluate the “sellability” of their company.

We analyzed data from over 25,000 users of The Value Builder Score from around the world between July 1, 2012 and September 30, 2016. The majority of participants were from the United States, the United Kingdom, Canada, Australia and South Africa.

Findings are considered accurate +/-0.81% 19 times out of 20.

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SMB Market Vs. Value Builder Users



Source: US Census & The Company

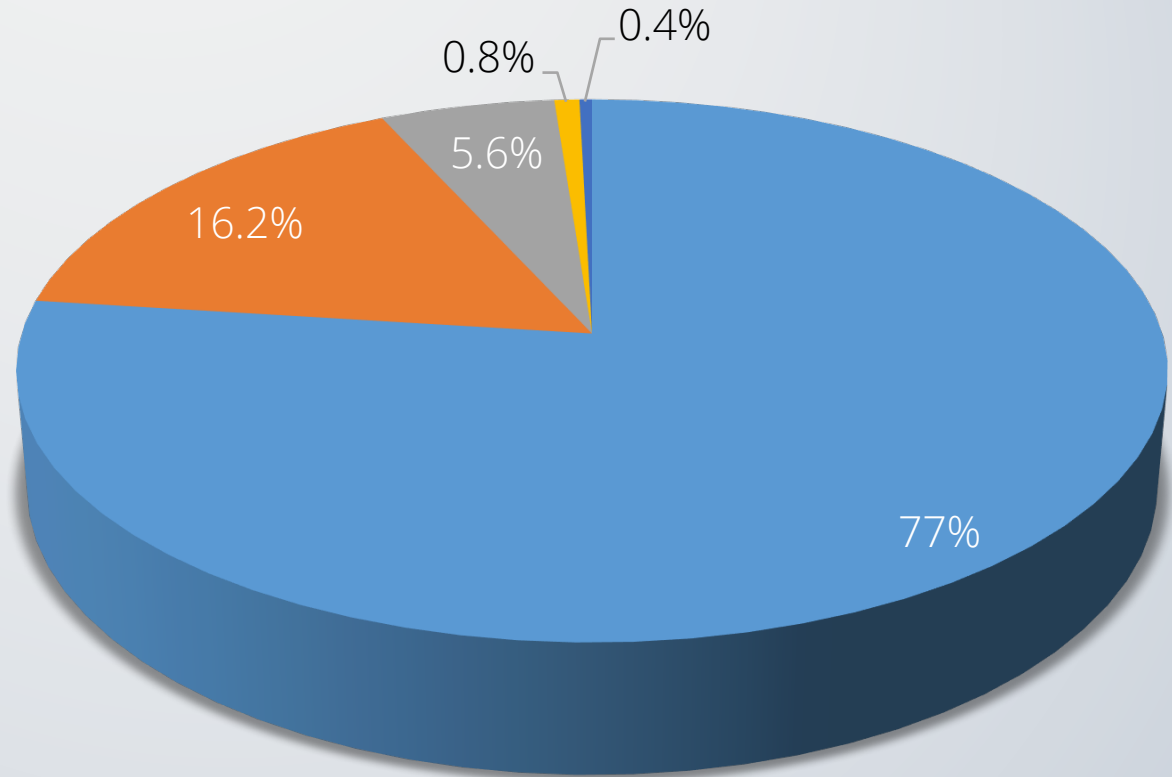
n=23,422

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Three Quarters Of Users Are Less Than One Year From Exit

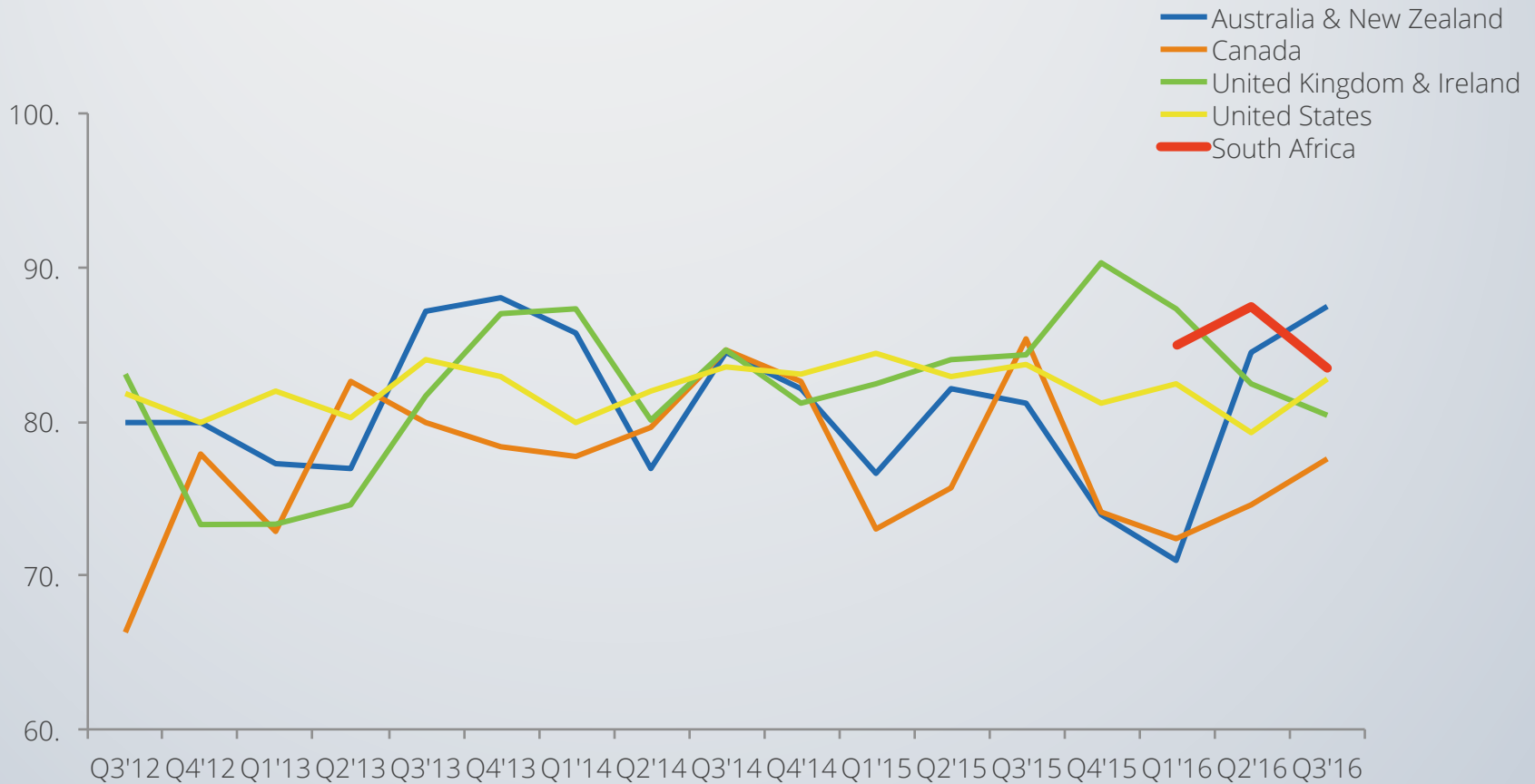
NO. OF MONTHS/YEARS BEFORE EXIT

- Less than 12 months
- 1-2 years
- 2-5 years
- 5-10 years
- 10 years



Increase in owner optimism, except in the U.K. and South Africa

Q *"In the next 12 months, do you expect your revenue to..."*



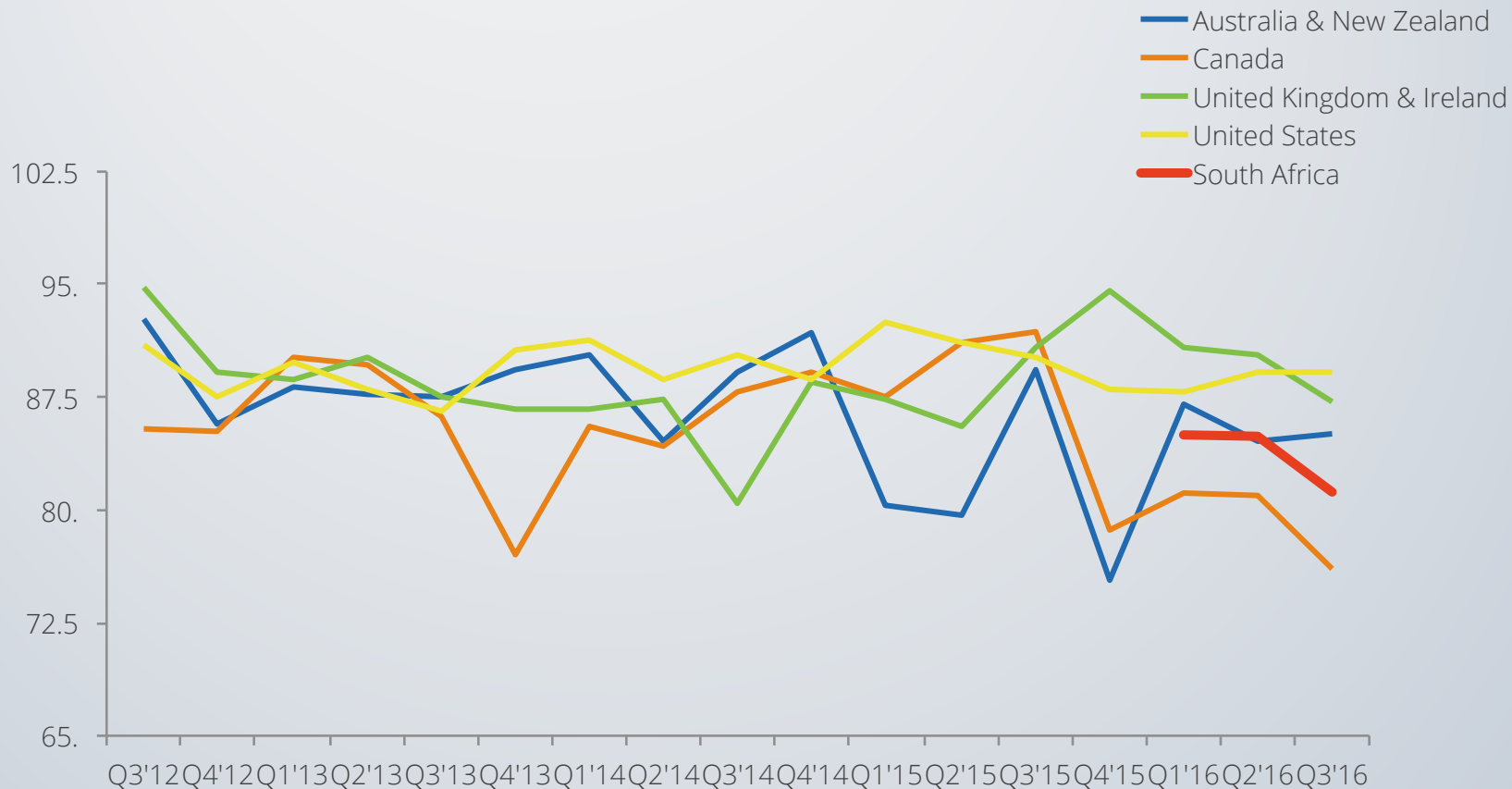
% who expect their revenue to increase next year

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Industry optimism takes a dip

Q "Would you say your industry is..."

% who say their industry is growing



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Business Liquidity Index (BLI) has decreased by almost 15 points

Q *"Have you received a written offer to buy your business in the last year?"*



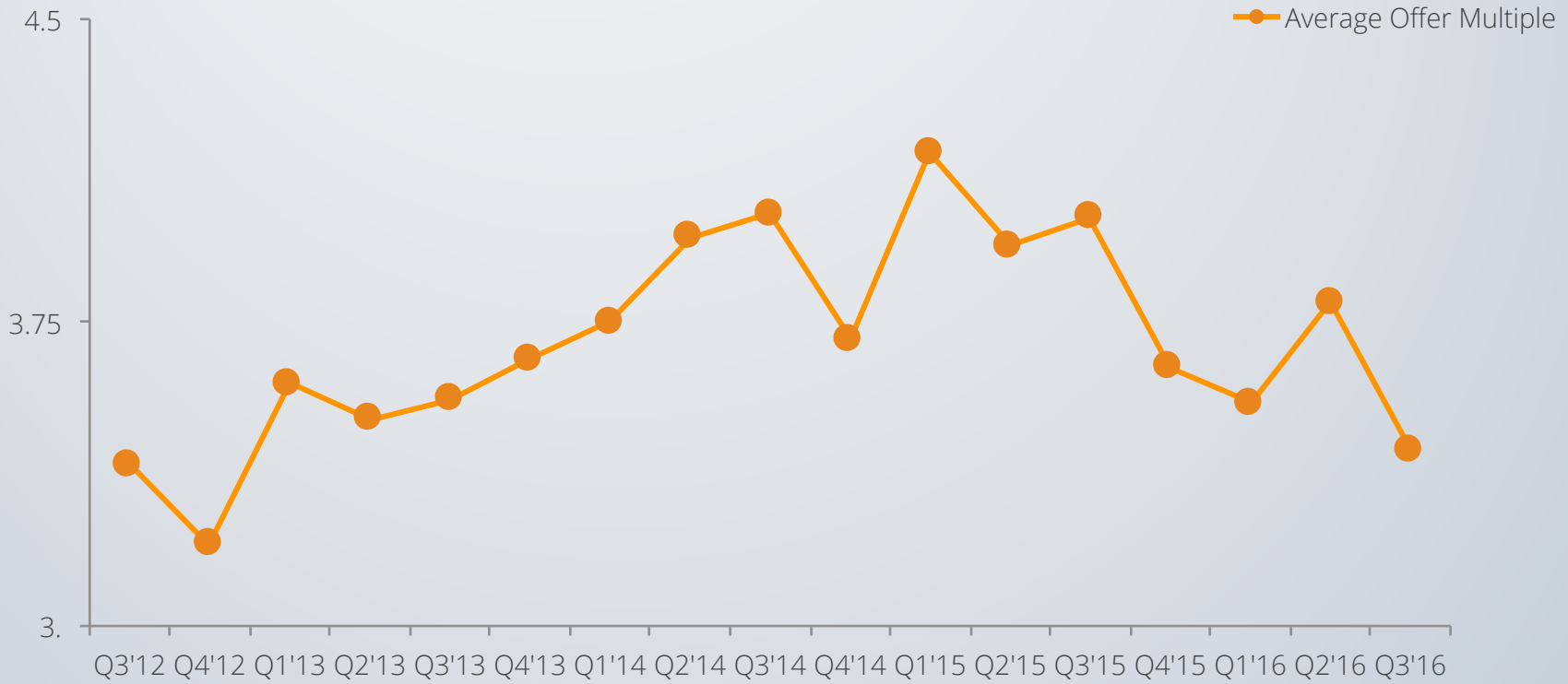
BLI =
(%receiving
an offer in
quarter X /
benchmark
) * 100

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Slight decrease in multiples after Q2 spike



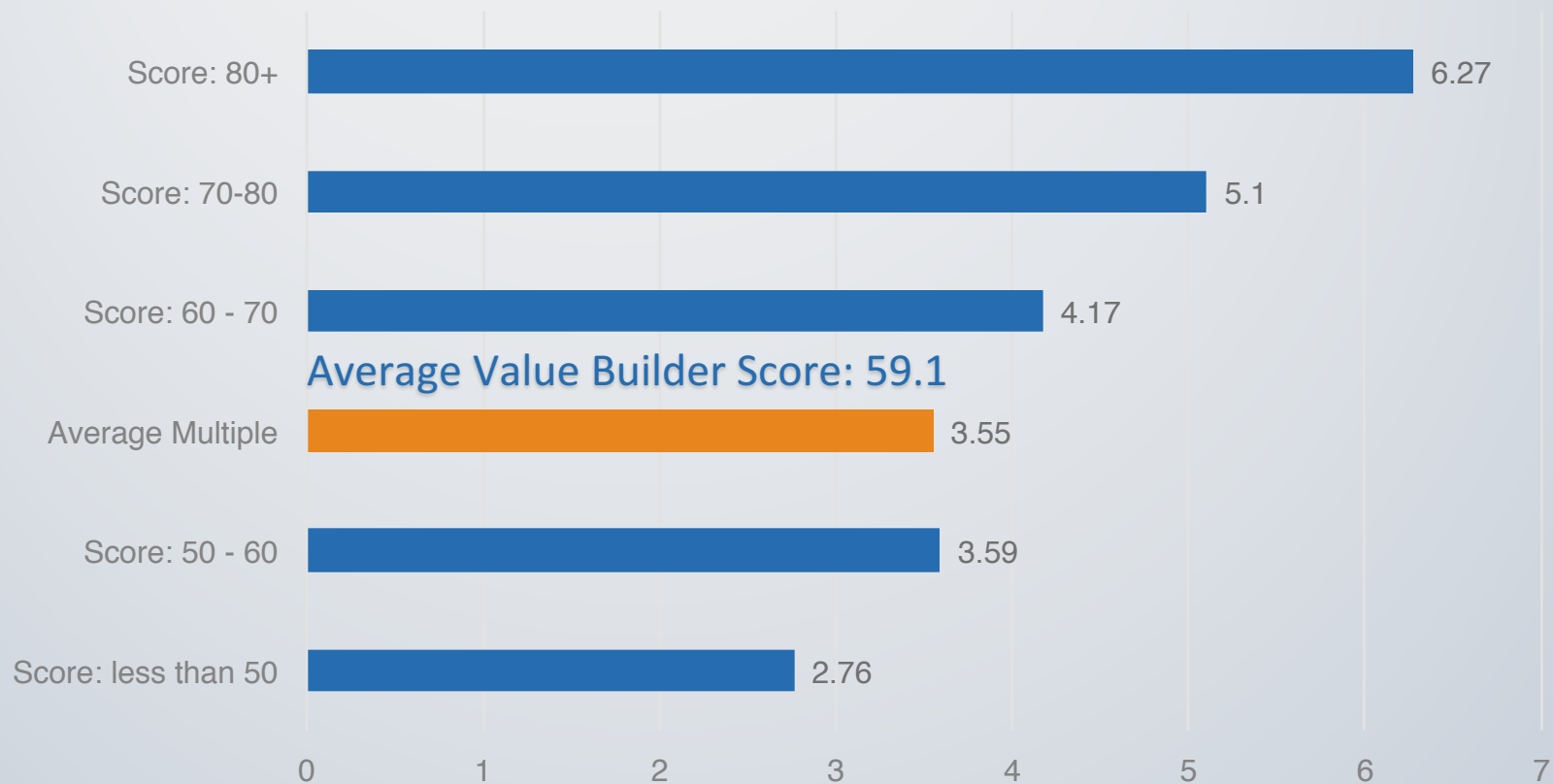
"What multiple of your earnings did the offer represent? Please estimate the multiple using the money (or other currency like stock) that was being offered at closing. Please do not include any money being offered in the form of an 'earn out', or management contract that was contingent on your future performance."



Multiple of earnings the offer represents

Company Value Builder Score by offer multiple

Q *“What multiple of your earnings did the offer represent?”*



Comparing
average
multiple
offered

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