



BUSINESS ASSESSMENT

Tens of thousands of Northwest business owners will sell their companies over the next 15 years, but few are prepared to realize the full potential value of their business. Many owners are not aware of the weaknesses that will repel buyers, or of the opportunities for increasing value in their business until pre-sale valuation. This leaves little time to make corrections and improve the assessed value. A comprehensive business assessment provides actionable steps to build the value and preserve the legacy of the business while there's still time.

WHAT

Unbiased assessment from experienced professionals provides honest evaluation of SWOT: strengths, weaknesses, opportunities and threats. A comprehensive business assessment from OneAccord is part strategy, part analysis and part conversation around value. Deliverables include SWOT analysis, insight into business valuation and strategic and tactical recommendations.

WHY CHANGE

OUTSIDE PERSPECTIVE BRINGS CLARITY

Capitalizing on opportunity and correcting a problem both have this in common: They require a proper diagnosis first in order to spark appropriate action. For many business owners, decades of knowledge make it difficult to fully understand their business's weaknesses and opportunities. We believe understanding comes by listening, so we interview leadership across sales, marketing, operations and finance roles in order to then make the right diagnosis.

WHY NOW

TRUE IMPACT IS REALIZED OVER TIME

A generation of business owners is entering retirement, creating an unprecedented buyer's market. Differentiation is key to making a small business an attractive investment. Correctly identifying weaknesses which must be fixed and advantages which can be leveraged is the first step. Then, and only then, can investments be made, changes implemented and value realized.

WHY INVEST

INVITE CANDOR TO OPTIMIZE VALUE

No matter what level of openness and honesty an organization encourages, truly objective evaluation is nearly impossible to achieve internally. Teams will share more openly with an outside evaluator who offers confidentiality and anonymity. Organizations realize the ROI of an unbiased ear in revenue growth, optimized operations and maximized profitability.

WHY ONEACCORD

A COLLABORATIVE TEAM OF EXPERTS

OneAccord's team of seasoned experts have walked in shoes of business owners. Centuries of combined ownership and leadership experience at hundreds of companies shape our noninvasive, efficient and multidisciplinary review process. Our collaborative approach leverages the knowledge base of our entire organization, as well as outside experts on a fractional basis.

TESTIMONIALS



Paul Bailey

CPA, Managing Principal

Working with OneAccord, you receive hands on expertise to help you navigate the complexity of business ownership and help drive the value in your business while building it for future succession.

Clark Nuber PS

Steve Brilling

Director of Family Business

Outside professionals can help in laying out vital considerations like addressing the next chapter of an owner's life, as well as how to build additional value in the company before the transition. OneAccord and Clark Nuber provide a good blend of talents needed for a successful implementation.



Walter M. Maas, III

Attorney

OneAccord understands the process, how to improve systems and controls, and how to help you position your company. But it takes time to prepare for sale, so hire OneAccord early, work with them intensively, and follow their advice.

BUILDING VALUE. BUILT ON VALUES.

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