



# What your business is Worth

*...and why it matters*

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“*An investment in knowledge  
pays the best interest.*”

-Ben Franklin

Only **2%** of small  
business owners know  
their business valuation



# The Roadblocks



## Expensive

Traditionally, can cost > \$10k



## Time Consuming

Traditionally, can take > 4 weeks



## Complicated

Intensive process  
for already busy owners



## Not Now

Owners wait until an event

# When is the right time to know?

HOW TO GROW

HOW TO RESTRUCTURE

WHEN TO SELL

*Any time.*



# Get the Big Picture



## Worth

Deeper understanding  
of your largest asset



## Protection

Ensure you have the right  
amounts of insurance



## Plan Your Future

Know the facts for a more  
accurate retirement  
or estate plan



## Make Better Decisions

Guided by facts



## Know Your Potential

Understand the ways you  
can increase the value  
of your business

# Knowledge is Power





# Harnessing big data for the small business owner

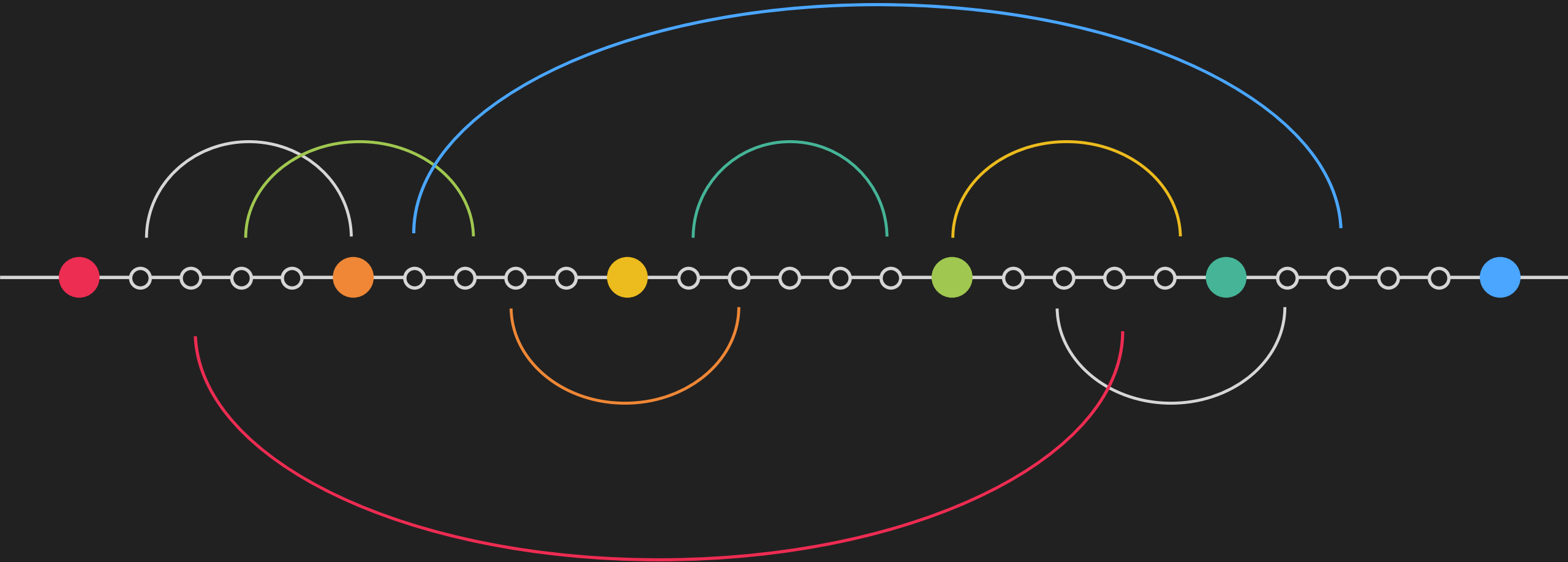


Our proprietary engine analyzes data from 25 data sources to provide you a streamlined and sophisticated business valuation estimate.



# The Complexity Stays Where it Should

... Behind the Scenes



# The details you need

## Equity Value (latest valuation)

\$14,769,809

This fair market value conclusion is the value of the company available to its owners or shareholders and incorporates of the assets included in the “asset value” plus the firm’s liquid financial assets (cash, A/R, deposits, etc.) and minus its liabilities (ST and LT).

## Asset Sale Value

\$13,656,414

This common transaction-oriented fair market value conclusion includes the firm’s inventory, furniture, fixtures and equipment, and all intangible assets ranging from customer base to goodwill.

## Enterprise Value

\$14,759,552

This fair market value estimate is equal to the “total value of the firm” or the value of the firm’s equity plus its long term debt, e.g. it reflects the value of the entire capital structure (equity and debt holders) or “enterprise.”

## Liquidation Value

\$535,619

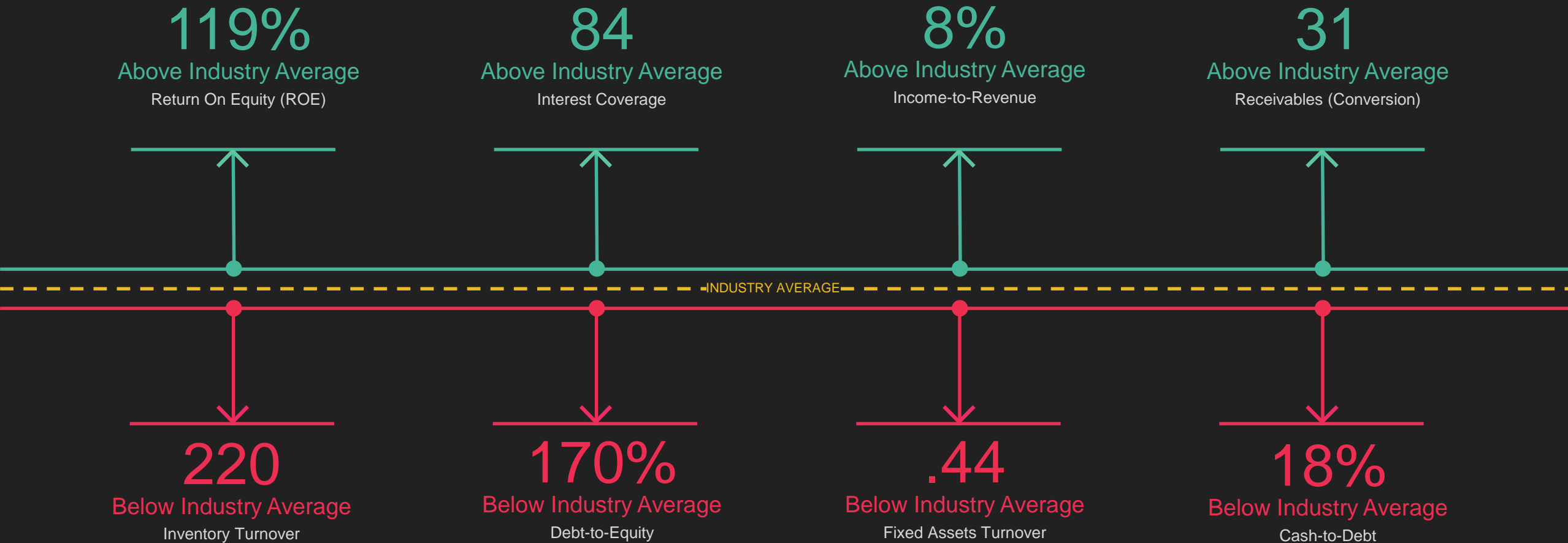
The liquidation value conclusion is based on the key assumption of insolvency and the immediate sale of all assets (on or off the balance sheet) at or near “fire sale” level coupled with the nearly simultaneous retirement of all liabilities. This figure does not include accounts receivable.

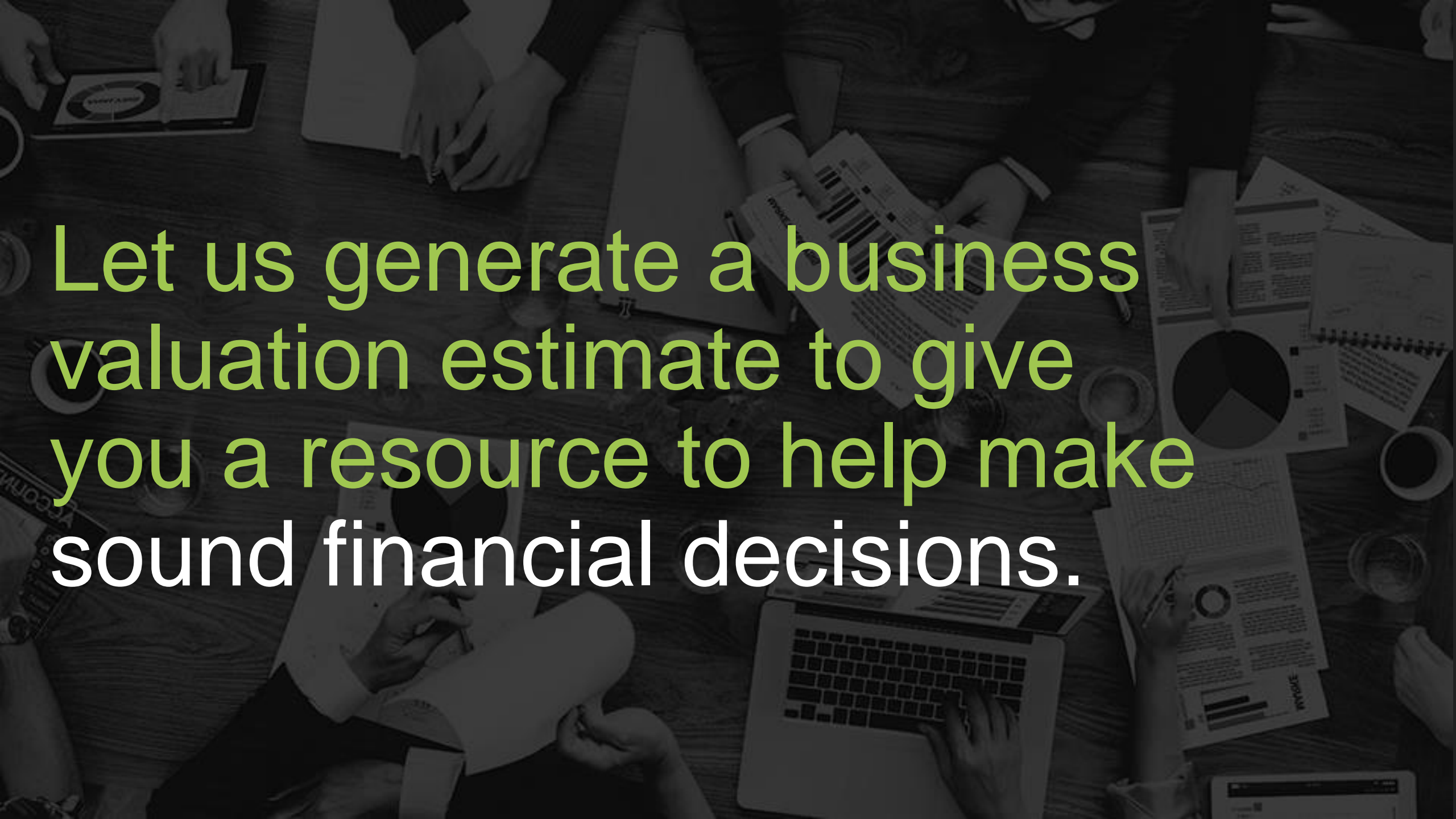
# How You're Doing

Comparisons to other companies in your industry in 13 key areas



# Key Performance Indicators





Let us generate a business valuation estimate to give you a resource to help make sound financial decisions.



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# Thanks.

All business valuations are estimates, based on inputs provided by the client or by a financial professional. These estimates are also based on publicly available information which are deemed to be reliable but cannot be guaranteed. These estimates should be used as a reference tool but not relied upon to make any financial decisions.

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CRN-2273293-101018