We make it simple for you to **increase your business value before an exit**

The Challenges of Your Reality

Baby boomer business owners will be retiring in droves over the next 5 to 7 years, and what if something happens to the owner(s) or their key employees before their ideal exit window?

Whether you're just starting a company — or your business has been around for 20+ years — it's likely you haven't yet thought of an Exit Strategy.

Developing an Exit Strategy People Plan is the most commonly overlooked consideration for over 75% of business owners. Fortunately, over the last decade we have helped 50+ companies successfully establish Exit Strategy People Plans 2+ years prior to their exit.

75% of the owners of privately held businesses plan to transition in the next **7** years and **83%** of them have no written transition plan.
- The Exit Planning Institute

We help companies develop an Exit Strategy People Plan that bridges the business gaps between current state and future state in order to help increase their probability of success, improve profitability and ensure a better exit valuation.

An Exit Strategy People Plan will further help reduce headaches, drama and monetary loss as the business faces the challenges of any major transition.

5 Benefits of having an Exit Strategy People Plan

- Having the peace of mind that you can exit the business profitably
- Creating a strategic direction for your business's growth
- Protecting the value of the business you've built
- Creating a smooth transition for your management team and other stakeholders
- Enhancing the future worth of your business

66% of business owners of privately held businesses are not familiar with all of their exit options.
- The Exit Planning Institute

Our Goal is Your Future People Plan

We know it's a success when we've helped build your business as close to a turnkey operation as possible. Our Exit Strategy People Plans provide thoughtful planning, clear instructions, organizational structure, efficient operations processes, change management, and clearly defined KPIs for all mission critical jobs.

5 Business Functions We Audit when Developing a Customized Exit Strategy People Plan:

- **Organizational Structure** - How involved are the owners in the day to day operations?
- **Stability -** Can the business not only survive but thrive without the owner(s)? What unexpected factors could quickly hurt the business?
- **Operations** - Which positions are mission critical to the business and are the performance metrics clearly scoped out?
- **Talent** - What are the competency gaps with the team and how /when to move C players out and improve B players?
- **Retention** - Which key employee(s) are experienced, business-savvy and respected by staff? Who can lead a future transition? Which employees will stay?

Business owners' unrealistic expectations of company value are the biggest obstacle to sale yet only **18%** of businesses have had a formal valuation completed in the last two years.
- The Exit Planning Institute

BONUS TIP
13+ questions most buyers will ask and consider before purchasing your business:

1. Has a true market valuation been done in the past 12 months?
2. Is the history of the business well documented?
3. How are the last 3 years revenues, gross profit to net sales, net income to net worth, and net income to total assets?
4. What current contracts are included and not included if purchased?
5. What is the current marketing strategy? Will there need to be a rebrand?
6. What is the health of the sales strategy, team, function, process, and reporting?
7. How much of the existing market has been penetrated already?
8. Is there a good balance of customers, or is the business heavily reliant on one or two big clients?
9. How much of the sales are new versus recurring?
10. Are all essential processes well documented?
11. How is the current company culture?
12. Will the new owner's personality be able to make the business as or more successful as the seller?
13. Who are the key employees? Which ones are likely to stay?