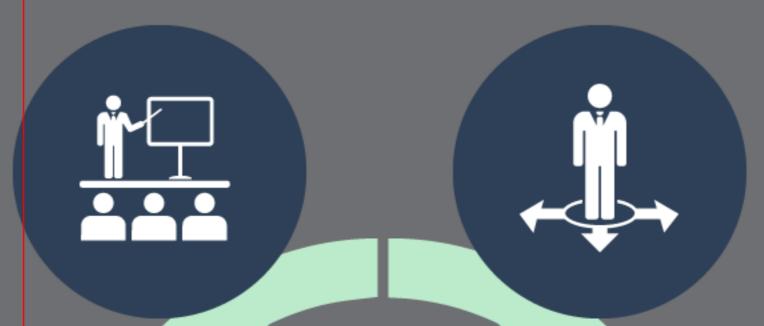
# HOW TO INCREASE BUSINESS VALUE

6 characteristics sophisticated buyers look for when evaluating business value

### **NEXT-LEVEL MANAGEMENT**

Establishing the best possible management team gives you the best chance to receive the best possible price for your business, because management implements and oversees all other Value Drivers.



### DIVERSIFIED CUSTOMER BASE

Buyers typically look for a customer base in which no single client accounts for more than 10% of total sales. A diversified customer base helps insulate a company against the loss of any single customer.

# **OPERATING SYSTEMS**

standard procedures and systems to increase cash flow sustainability show buyers that your business can maintain profitability after the sale.



# VALUE DRIVERS



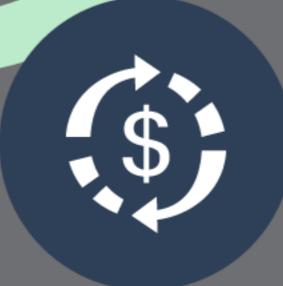
## **GROWTH STRATEGY**

A properly communicated, detailed growth plan will help attract buyers. Buyers will give credence to your current growth plan if previous plans have achieved their goals.

### DEMONSTRATED SCALABILITY

Scalability is key to a sale. Consider adding value-added services or developing a competitive advantage to increase profit margins without increasing costs.





## SUSTAINABLE RECURRING REVENUE

Recurring revenue that is sustainable and resistant to commoditization will show buyers that your company is consistently profitable.

