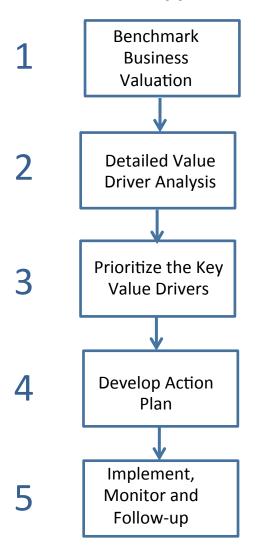


## **VALUE ENHANCEMENT PROCESS**

## **Phased Approach**



- Independent baseline valuation
- From perspective of potential purchaser
- Business valuation has many other benefits
- Take Sellability Score questionnaire 13 mins
- Detailed management interview
- 64 value factors assessed
- Each value factor rated on Relevance and Impact
- Identify top 5 to 10 key value drivers
- Presentation to management
- Strategic planning session with management
- Identify goals and brainstorm obstacles
- Brainstorm and prioritize strategies to overcome obstacles
- Assign tasks and responsibilities to individuals
- Develop short-term targets/objectives
- · Quarterly meetings to monitor progress
- Updated business valuation

## **Benefits**

- Maximize value/price
- Quicker and smoother sale of business
- Business more attractive to potential purchasers
- Prepared for unsolicited offers
- Competitive advantage premium pricing
- Return on investment

## Investment (\$)

- Varies depending on size and complexity
- Forms part of overall wealth management budget
- Based on % of EBITDA and/or sales
- Guidelines: 5% to 10% of EBITDA, 0.5% to 1% of Sales