

7 Key Actions to Maximize Business Value



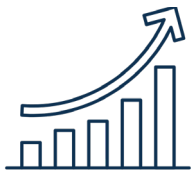
1. Have 3 years of financials

Buyers want to see at least 3 years of historical financials. These are preferably prepared by your CPA firm.



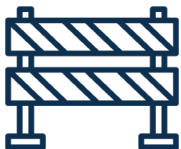
2. Build a strong secondary management team

Make yourself irrelevant. Buyers want to be confident the business can run successfully if you aren't around.



3. Focus on growth and scalability

A growing business is valued more highly than one that isn't. Keep sales growing and have a plan for continued scaling.



4. Create barriers to entry

Develop differentiators your customers value that are difficult to replicate.



5. Increase margins and profits

Buyers will pay a premium for businesses that generate greater margins and profits than their peers.



6. Minimize customer concentration

If you have a customer that is more than 20% of sales it's a red flag for buyers. Work on building a more diversified customer base.



7. Achieve recurring revenue

Revenues that repeat on regular cycles, preferably monthly, will be valued more highly by buyers.