

DOUBLE
THE VALUE OF YOUR
BUSINESS
AND YOU
DOUBLE
THE OFFERS



3 REASONS TO GET YOUR VALUE BUILDER SCORE

Whether you want to sell for a premium— or just know that you could—The Value Builder System will ensure you've got all of the options for the business and life you deserve.



1

Make Your Company More Valuable Than Your Industry Peers



2

Discover Your Company's Hidden Assets



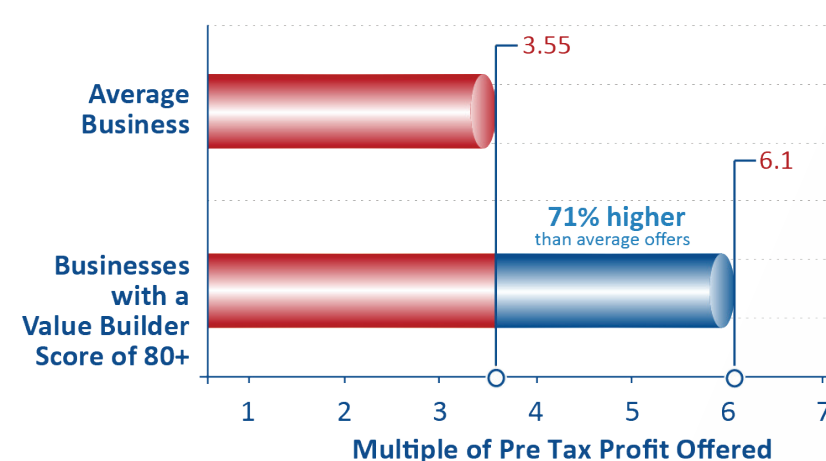
3

Spot Your Company's Silent Killers

Want to **INCREASE** the value of your business by up to

71%?

The Value Builder Premium



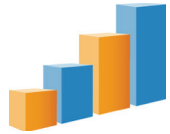
That's where Value Builder comes in. We've built a step-by-step process designed to remove you personally from your business, driving up its value and giving you back control over your time.

Your company is probably your largest asset. It's likely worth more than your house or your investment portfolio. But unlocking the value in your business can be tricky. For you to cash out, someone has to want to buy the company you've created.

That's where The Value Builder Score comes in. The Value Builder Score is an assessment tool that allows you to see your company as a buyer would see it. Complete The Value Builder Score questionnaire and you will receive your overall score along with your performance on the eight key drivers of Value – each one of which is statistically proven to be important to buyers.

Whether you want to sell your business soon or just want the peace of mind to know you're building a valuable asset for the future, improving your Value Builder Score gives you an immediate and quantifiable return on investment. A study of 30,000+ businesses showed that companies achieving a Value Builder Score of 80+ (out of a possible 100) go on to sell at a 71% premium compared to average-scoring businesses.

8 Drivers of Company Value



Financial Performance

Your history of producing revenue and profit combined with the professionalism of your record keeping.



Growth Potential

Your likelihood to grow your business in the future and at what rate.



Switzerland Structure

How dependent your business is on any one employee, customer or supplier.



Value Teeter Totter

Whether your business is a cash suck or a cash spigot.



Recurring Revenue

The proportion and quality of automatic, annuity-based revenue you collect each month.



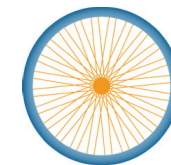
Monopoly Control

How well differentiated your business is from competitors in your industry.



Customer Satisfaction

The likelihood that your customers will re-purchase and also refer you.



Hub & Spoke

How your business would perform if you were unexpectedly unable to work for a period of three months.

Your Short List Builder

In module eleven, and annually thereafter, we will develop and fine-tune a short list of potential acquirers for your business. Whether you want to sell your business in a year or in a decade, knowing who the natural buyers for your business are will allow you to cultivate a relationship with these organizations. This puts you on their radar, encourages them to make the first move when the time comes, and gives you a strong negotiating position. Developing this list also allows you to look at business decisions in terms of how they will add or detract from your attractiveness in a strategic acquirer's eyes. At the core of this session is The Short List Builder tool—this will help you to develop a long list of acquirers and then apply the 5-20 Rule to isolate the companies with both a strategic reason to be interested in your company and the resources to act on their interest by making an offer.

Your Envelope Test

In module twelve and then annually thereafter, the Envelope Test will help you articulate your goals for your business and your life. How would your life be different if you sold your business? What are you aiming toward? These are the types of questions you'll contemplate when completing the Envelope Test.

The Value Builder Score

The Value Builder Score is an interactive tool that gives you a comprehensive assessment of your business, through the eyes of a buyer. When you complete the Value Builder Score questionnaire, you'll get an overall Value Builder Score out of 100 plus your score on the eight key drivers of value, which are statistically proven to increase the value of your company.

The Scalability Finder

This exercise will help you identify your products and services that have the potential to scale up the fastest. This session will give you a road map of the products and services you can offer that will help you grow your company while minimizing its dependence on you personally.

The Customer Score

Our third module is dedicated to benchmarking your customer's satisfaction with your business against the most successful and fastest growing companies in the world. We will deploy a survey designed to gather input from your customers. All surveys use a standard set of questions that have been proven to be predictive of a company's growth rate. You can also add your own custom questions to the survey.

Your Growth Quad

In the fourth module, we will review your product and service mix to maximize your growth potential. The Growth Quad exercise is designed to pinpoint your product and service lines with the highest growth potential and the lowest investment risk. This session will give you a roadmap of the products and services you can offer that will help you grow your company with the least risk.

The Automatic Customer Builder

In module five and then annually thereafter, we'll focus on increasing both the number and quality of recurring revenue streams flowing into your business. You will complete The Automatic Customer Builder tool, which identifies opportunities for annuity revenue in your business. Recurring revenue increases the value of your business, smooths out demand so as to allow you to plan your business more efficiently, and improves both cash flow and profitability.

The Monopoly Control

In module six and then annually thereafter, we will review your company's positioning in the market using a tool called The Positioning Planner. This tool allows you to isolate the attributes and qualities of your business that give you a defensible market position. This exercise will illustrate which marketing messages give you the highest degree of differentiation from your competitors and are also most meaningful to customers. This exercise is repeated every 12 months as your company develops, the market evolves, and competitive threats emerge.

Your Envelope Test

In the tenth module and then annually thereafter, our focus will be on cash flow. Our goal will be to maximize the cash flow coming from the day-to-day operations of your business. This session is anchored by The Cash Finder tool. After this session, you'll have a set of actions to take that will increase your cash flow, minimize or eliminate stressful periods of low cash flow, and increase the overall value of your company.

The Customer Score

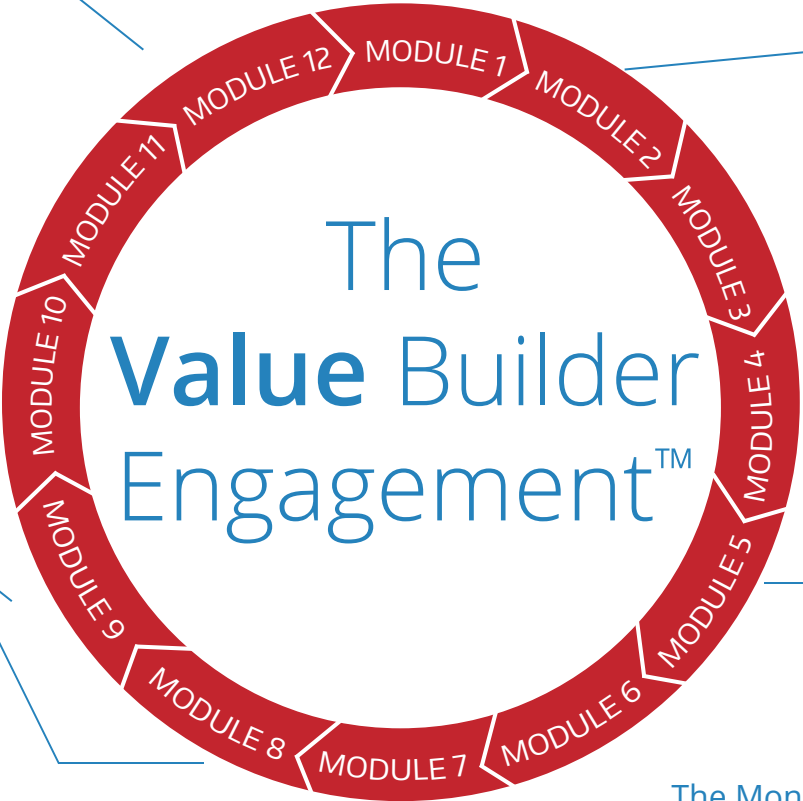
The ninth module is dedicated to the continued benchmarking of your customers' satisfaction with your business against the most successful and fastest growing companies in the world. Following up on the survey deployed in the third module, this update allows you to continue to track your progress.

The Switzerland Structure

In module eight and then annually thereafter, our focus will be on reducing your reliance on any one customer or employee. This session involves working through two exercises: The Employee Stack Ranking and The Customer Concentration Matrix. As a result of completing this session, you will have an action plan for reducing over-reliance on key employees and/or customers. This has the effect of decreasing risk within your business and increasing your company's value.

The Hub & Spoke

In module seven and then annually thereafter, we will dedicate our time to minimizing your company's dependence on you personally. At the core of this session is a review of the results of a survey of your employees, asking them how informed they are about your company's priorities and goals. The most valuable companies can operate without their owner's everyday involvement, and this session will identify areas where additional training, systems or processes are needed to allow your company to operate without you.





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