












How will the market value your Business?



Quantative Factors:

	Low Value	Value spectrum	High Value
Revenue Growth	> 10%		> 25%
Gross Margin	> 25%		> 40%
EBITDA Margin	> 15%		> 30%
Revenue per Customer	Concentrated		Diversified
Scale	> \$25MM		> \$75MM

Qualitative Factors:

Competitive Edge Business Model	Unfocused		Specialized
Executive Management Leadership	Owner-Centric		Diverse
Employee Base Personnel	Contractors/Ad-hoc		Full-Time Employees Recruiting
Infrastructure Coporate Oversight	Building		Established
Customer Profile Exposure	Small Business		Large / Enterprise
Regulations	Highly Regulated		Unregulated

Process Factors:

Market Landscape	Buyer Friendly		Seller Friendly
Competitive Industry	Low		High
Telling the Right Story	Financial Value Story		Strategic Story