

// BRINQ EXIT SCORE

BRiNQ Exit Score – Scorecard

Rate your business on 5 factors. Know your number before a buyer does.

Score yourself 1–5 on each factor (1 = significant weakness, 5 = fully optimized). Total out of 25. Use this before any conversation with a broker or buyer.

01 | Financial Clarity

SCORE (CIRCLE): 1 2 3 4 5

1 – Significant gaps	Messy books, no CPA oversight, EBITDA not documented.
2 – Below average	Basic financials, 1–2 years clean, no add-back schedule.
3 – Average	3 years compiled, some add-backs identified but undocumented.
4 – Strong	3 years CPA-reviewed, EBITDA bridge prepared, monthly reporting in place.
5 – Fully optimized	Audited/reviewed financials, normalized EBITDA bridge, QoE-ready.

02 | Revenue Quality Independence

SCORE (CIRCLE): 1 2 3 4 5

1 – Significant gaps	All one-time revenue, no contracts, high churn, high concentration.
2 – Below average	Under 10% recurring, informal client relationships.
3 – Average	10–25% recurring/contracted, some long-term relationships.
4 – Strong	25–50% recurring, concentration below 25%, multi-year contracts.
5 – Fully optimized	50%+ MRR/contracted, diversified base, no client above 15%.

03 | Owner Independence

SCORE (CIRCLE): 1 2 3 4 5

1 – Significant gaps	Owner IS the business. All decisions, relationships, knowledge.
2 – Below average	1–2 seniors but no real management layer. Owner needed daily.
3 – Average	Some SOPs, 1 employee could manage short-term, clients know owner.
4 – Strong	Management layer in place, SOPs documented, relationships transitioned.
5 – Fully optimized	90+ days without owner. Strong team. Fully documented. Transferable.

04 | Growth Trajectory

SCORE (CIRCLE): 1 2 3 4 5

1 – Significant gaps	Revenue declining 2+ years, margins compressing.
2 – Below average	Flat or inconsistent growth, stable margins.
3 – Average	5–10% YoY growth, stable margins, modest runway.
4 – Strong	10–20% YoY growth, expanding margins, clear growth drivers.
5 – Fully optimized	20%+ YoY growth, expanding margins, multiple growth vectors.

05 | Operational Leverage

SCORE (CIRCLE): 1 2 3 4 5

1 – Significant gaps	No systems, no documentation, single points of failure everywhere.
2 – Below average	Basic tools, informal processes, limited scalability.
3 – Average	CRM and accounting in place, core SOPs written, some automation.
4 – Strong	Strong tech stack, documented playbooks, scalable delivery.
5 – Fully optimized	Fully documented and automated. Scales without proportional headcount.

// SCORING GUIDE: WHAT YOUR TOTAL MEANS

20–25	Exit-Ready	Built a transferable, buyer-ready business. Go to market with confidence.
15–19	Pre-Market	6–12 months of targeted work on weak factors will expand your multiple.
10–14	12-Month Plan	Buyers will find and price in the gaps. Build an improvement roadmap first.
< 10	Foundation Phase	Do not go to market. Create enterprise value first. Fractional CFO ROI is highest here.

Visit BRiNQventures.com to explore how BRiNQ Ventures can help you move your score before you go to market.