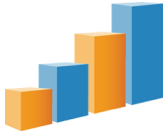


8 Drivers of Company Value



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.



Valuation Seesaw

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.



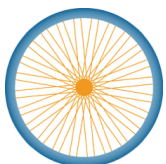
Monopoly Control

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.
