

**5 SURPRISING WAYS TO BOOST/ Re-BUILD THE VALUE OF A  
BUSINESS  
& How to Reinvent yourself in a Crisis**



# Who's in the room...?

- Who are you?
- What's your business?
  - Name
  - One-liner about what it does
- What's your role?
- One word to describe how you are feeling
  - Mentally
  - Physically
  - Emotionally



Would You Re-Build The Same Home?







Or Would You Build Your Dream Home?





**YOUR EXIT:**  
WHAT DOES IT LOOK LIKE?



# Your Exit

When?

Who?

What next?

- How much?
- What multiple?
- Cash or stock – or what is the proportion?
- Earn out/ what proportion and how long?
- What is your role after ?
- What about your staff ?
- Who's running the business if not you?
- What about your branding and your values/ way of doing business?



Value = Profit x  
Multiple

<u>Profit</u>	<u>Multiple</u>	<u>Value</u>
£200,000	x 3	= £600,000



Value = Profit x  
Multiple

Profit  
**£240,000**

Multiple  
x 3

Value  
= £720,000





Value = Profit x  
Multiple

$$\begin{array}{ccc} \text{Profit} & \text{Multiple} & \text{Value} \\ \hline \text{£200,000} & \text{x } 5 & = \text{£1,000,000} \end{array}$$



Value = Profit x  
Multiple

$$\begin{array}{ccc} \text{Profit} & \text{Multiple} & \text{Value} \\ \hline \text{£240,000} & \text{x } 5 & = \text{£1,200,000} \end{array}$$



## 8 Key Value Builder Drivers



**Financial Performance**  
Score 40



**Growth Potential**  
Score 63



**The Switzerland Structure**  
Score 81



**The Valuation Teeter-Totter**  
Score 75



**The Hierarchy Of  
Recurring Revenue**  
Score 0



**The Monopoly Control**  
Score 75



**Customer Satisfaction**  
Score 100



**Hub & Spoke**  
Score 69

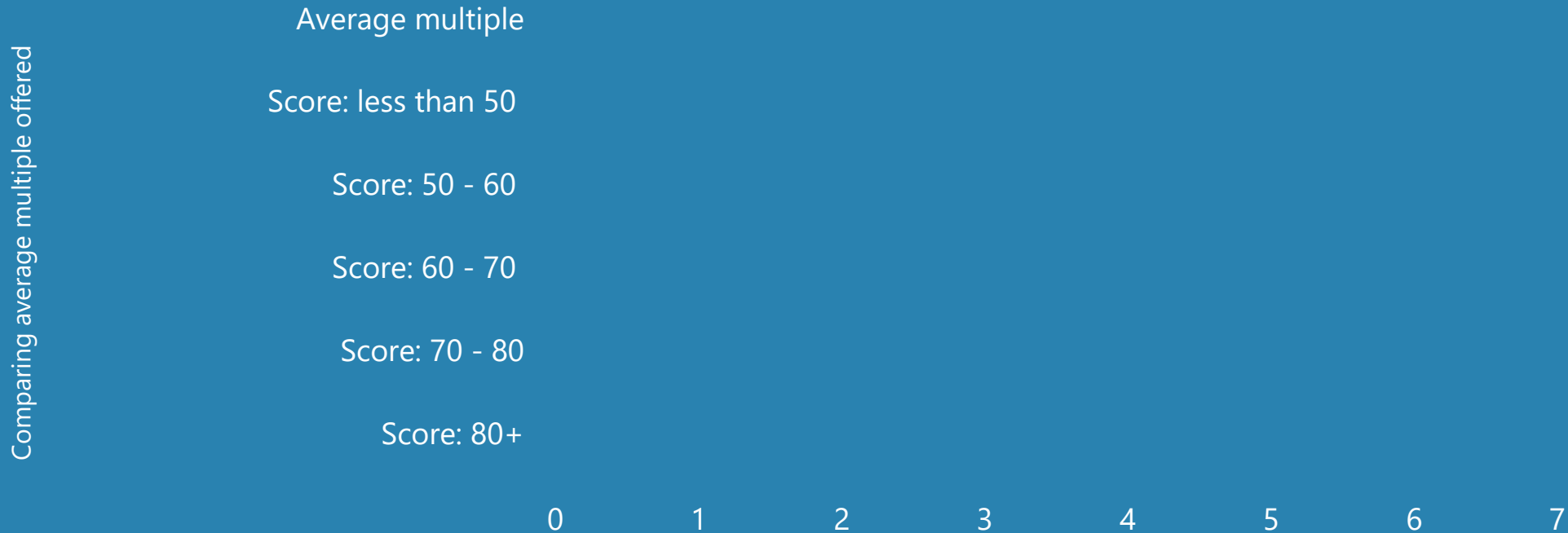


THIS IS STEPHANIE  
SHE SOLD HER  
\$9 MILLION  
COMPANY...  
  
...FOR \$54 MILLION



# Company Value Builder Score By Offer Multiple

"What multiple of your earnings did the offer represent?"



# MONOPOLY





# Companies With a Monopoly In Their Market Get 50% Higher Offers

"What multiple of your earnings did the offer represent?"

Comparing average multiple offered

Average multiple

Have Monopoly - all regions

0 1 2 3 4 5 6





SELL MORE STUFF TO  
PARENTS



FIND MORE PARENTS WITH A  
NANNY



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# LESSON #1: SELL LESS STUFF TO MORE PEOPLE

5 minutes – How might this apply?





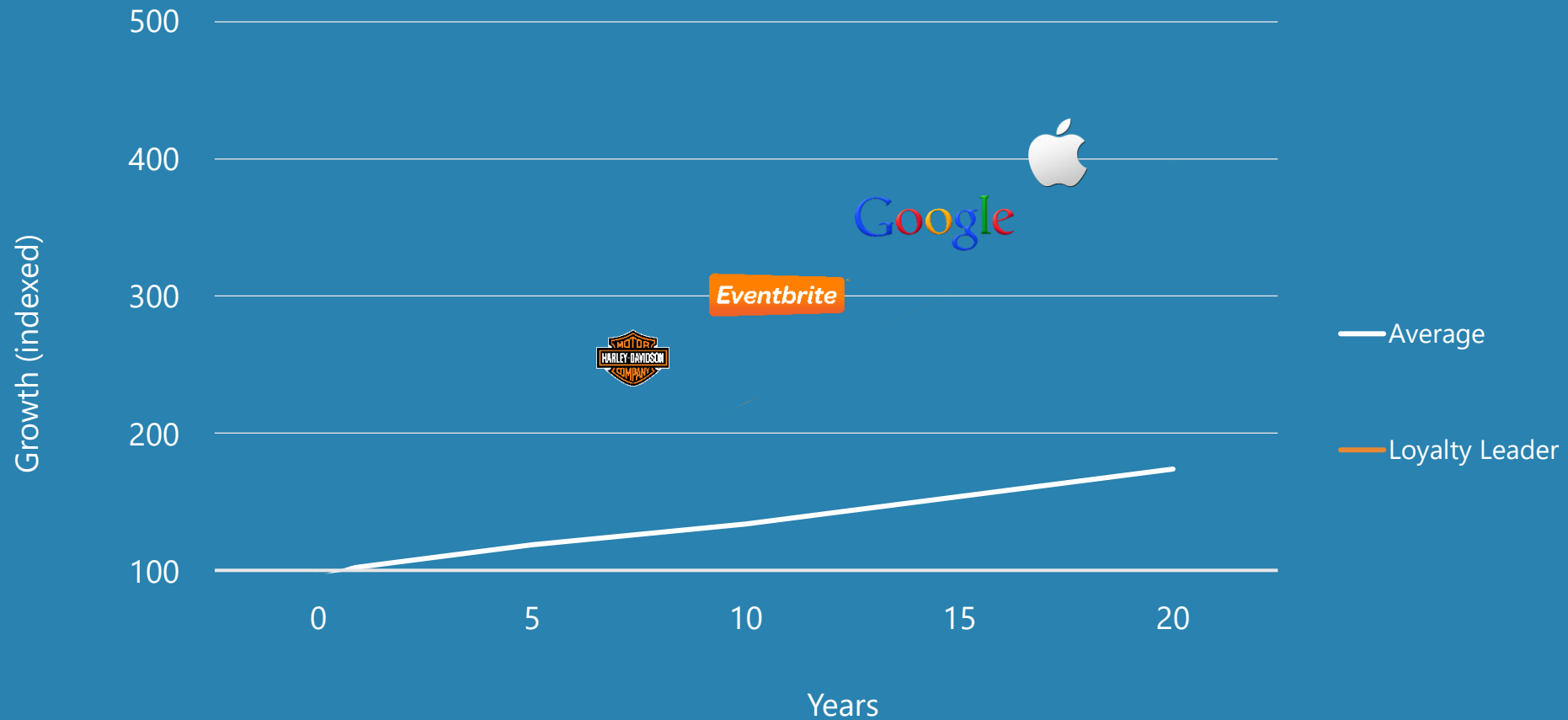
# Predicting Growth



# How Likely Are Your Customers To Recommend You?



# Customer Promoters Drive Value



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# Calculating Your Net Promoter Score Score

**% of Promoters : 25%**  
**% of Passives : ~~70%~~**  
**% of Detractors : 5%**  
**Net Promoter Score : 20%**



ONBOARDING  
TEAM LED TO 78%  
NPS SCORE



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## Lesson #2: Strive For 50% + Net Promoter Score

5 minutes – How do we measure currently & how might this apply?





# Companies With 75%+ Recurring Revenue Get Much Better Offers

"What multiple of your earnings did the offer represent?"



**\$9 MILLION IN  
REVENUE: 100%  
RECURRING**



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## Lesson #3: Create Recurring Revenue Streams

5 minutes – How much of our turnover is recurring/ how could we increase?





# Switzerland Structure



# Owner Of The Customer Relationship

**“What multiple of your earnings did the offer represent?”**

**COMPARING AVERAGE MULTIPLE OFFERED**

Average multiple

I know each of my customers by first name

I know most of my customers by first name and they usually want to deal with me rather than one of my employees.

I know some of my customers by first name

I don't know my customers personally and rarely get involved in serving an individual customer

2

3

4

5





LARGEST  
CUSTOMER <1%  
OF REVENUE





## Lesson #4: Reduce Reliance on Individual Customers, Employees and Suppliers

5 minutes – How might this apply/ be relevant?





# GROWTH POTENTIAL



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# How Easy Would It Be To Accommodate 5 X Demand?

COMPARING AVERAGE MULTIPLE OFFERED

Average multiple

Impossible

Very Difficult

Fairly Difficult

Fairly Easy

Very Easy

0

1

2

3

4

5





GROWING AT  
17%  
PER YEAR



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Great care starts here

Find your perfect local caregiver.

It's easy!

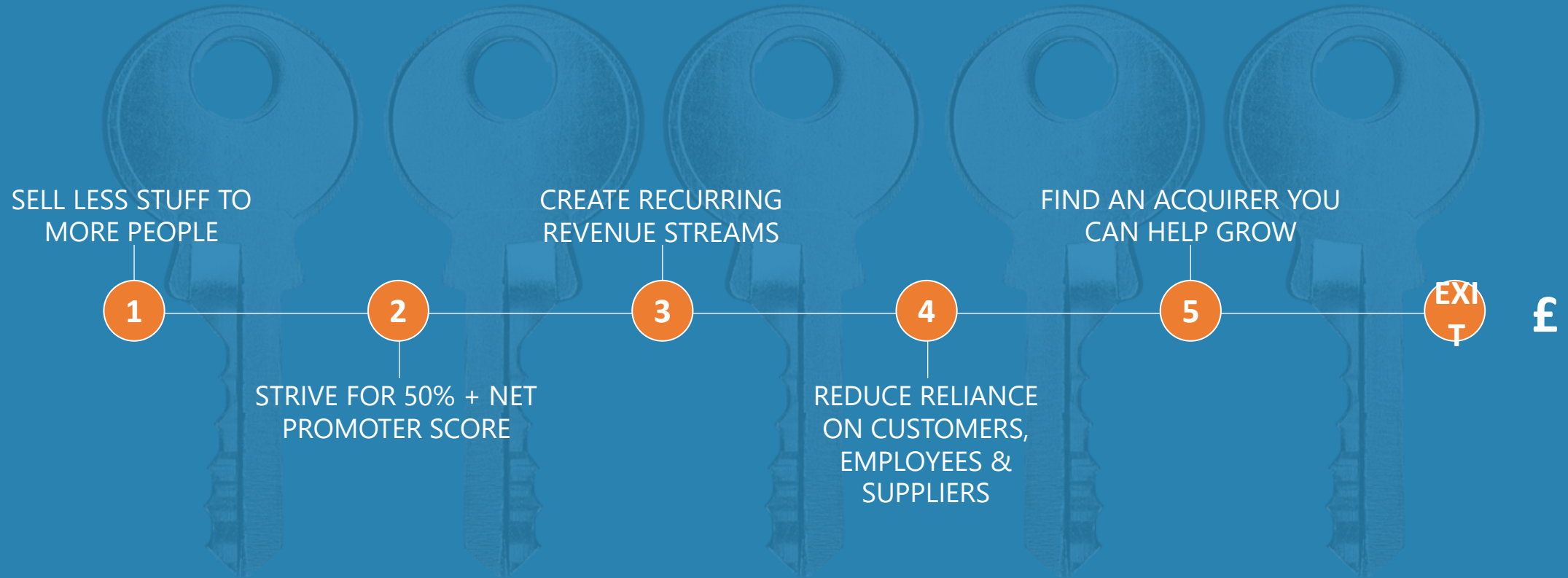
How It Works

## Lesson #5: Find An Acquirer you can help grow

5 minutes – Do we know who might be a potential acquirer for us?



# Five Keys To A Lucrative Exit





# Smart90 Club -

June 23rd

Respond in Chat and/ or Feedback Survey

***Achieve more in 90 Days than most achieve in a year!***

- Clarity – the ability to set goals and make decisions
- Alignment – everyone on the same page
- Flexibility – the ability to adjust course quickly and execute accordingly
- Great communication – business rhythm
- Clear responsibilities and ownership