

10 THINGS THAT MAKE YOUR BUSINESS MORE VALUABLE

— — — — — than that of — — — — —

YOUR INDUSTRY PEERS

1 RECURRING REVENUE



The more revenue you have from automatically recurring contracts or subscriptions, the more valuable your business will be to a buyer.

SOMETHING DIFFERENT

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Companies with a unique product or service that is difficult for a competitor to knock off are more valuable than a company that sells the same commodity as everyone else in their industry.



3. GROWTH

Acquirers looking to fuel their top line revenue growth through acquisition will pay a premium for your business if it is growing much faster than your industry overall.



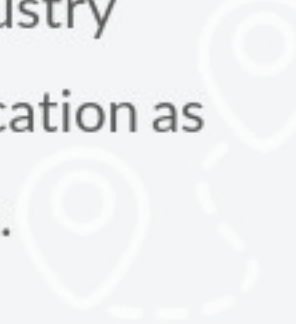
4. CACHÉ

Tired old companies often try to buy sex appeal through the acquisition of a trendy young company in their industry.



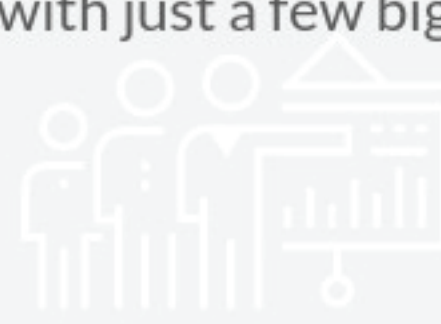
5. LOCATION

If you have a great location with natural physical characteristics that are difficult to replicate, you'll have buyers who understand your industry interested in your location as well as your business.

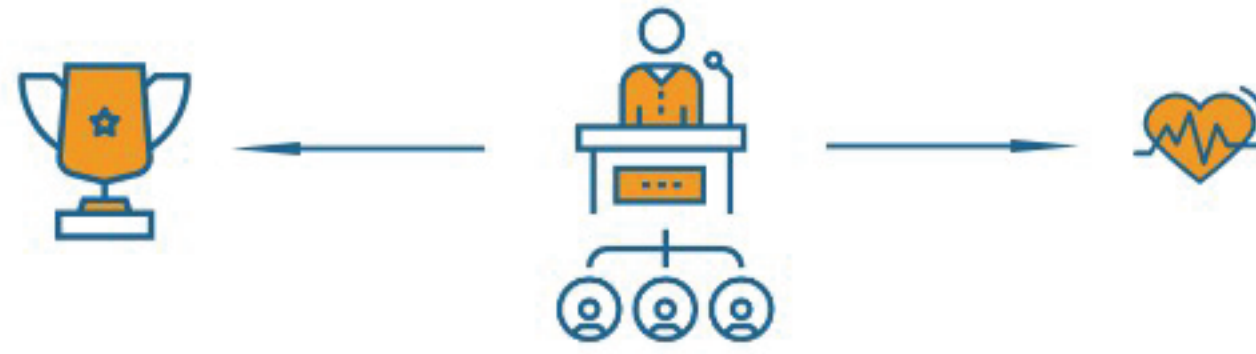


6. DIVERSITY

Ensure no customer amounts to more than 10 percent of your revenue and your company will be more valuable than an industry peer with just a few big customers.



7. PREDICTABILITY



If you've mastered a way to win customers and documented your sales funnel with a predictable set of conversion rates, your secret customer-acquiring formula will make your business more valuable to an acquirer.

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CLEAN BOOKS



Companies that invest in audited statements have financials that are generally viewed by acquirers as more trustworthy and therefore worth more.

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Companies with a second-in-command who has agreed to stay on post sale are more valuable than businesses where all the power and knowledge are in the hands of the owner.



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HAPPY CUSTOMERS



Being able to objectively demonstrate that your customers are happy and intend to re-purchase in the future will make your business more valuable.

This infographic is based on "10 Things That Make Your Business More Valuable Than That of Your Industry Peers"

by **The Value Builder System™**.

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