

# THE SELLABILITY SCORE



**Are you thinking about selling your business, but you're not really sure where to start? Do you have an exit strategy in place?**

Selling a business is not as easy as selling a house. With a house you know what you're selling - 3 bedrooms, 2 bathrooms, with a great view, in a popular location. There are probably several similar homes in the local neighborhood that you can look at for comparison and you can always call on the expertise of your local realtor, when considering a potential sale price.

When selling your business, it's difficult to gauge exactly what you are selling. You may ask yourself: is my company valuable? Is my business sellable?

The Sellability Score can assist you in answering these questions. This online tool has been developed by best selling author John Warrillow, whose work includes "Built to Sell: How to Create A Business That Can Thrive Without You".

In just 13 minutes, this absolutely free and confidential self-assessment tool will score your business in a number of key areas and tell you just how sellable your business is.

**Your Score: 82**



Your Sellability Score reveals how "sellable" your business is and predicts the likelihood you'll get a premium over industry average multiples when you're ready to sell.

End of year	Pre-tax profit	15% discount
5	\$248,832	\$123,714
6	\$298,598	\$129,092
7	\$358,318	\$134,705
8	\$429,982	\$140,562
9	\$515,978	\$146,673
10	\$619,174	\$153,050
Present value		\$1,273,207

Put a value on your business using the same methodology company acquirers use and discover how to increase the price you'll get for your business.

## How does it work?

You simply complete a brief online questionnaire to receive an immediate Sellability Score of between 1 and 100 for your business. You will also receive a 26 page report full of charts and graphs that will give you insights into how buyers evaluate your business.

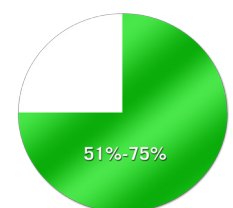
The report contains more detailed information on the eight key attributes of a sellable business and why these factors are so important.

You will be provided with appropriate, valuable information, including

- whether your business is 'easy' or 'hard' to sell
- how to improve the sellability of your business
- the questions you need to be asking before you sell your business.

You may not even be considering selling your business at this point; however completing the Sellability Score can help you to plan your exit strategy effectively. It can assist you to build/grow your business in such a way that, when the time comes to sell, your Sellability is maximized to its full potential.

**Proportion of recurring revenue**



Pin point the areas in your business that need improvement in order to maximize the value of your company.