

LEARN

10

THINGS THAT WILL MAKE
YOUR BUSINESS

**MORE
VALUABLE**



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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

2

Companies with a unique product or service that is difficult for a competitor to knock off are more valuable.



3

GROWTH

Acquirers looking to fuel their top-line revenue growth through acquisitions will pay a premium if it's growing faster than competitors.

CACHE

4

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

5

LOCATION

If you have a great location with natural physical characteristics that are difficult to replicate, competitors may want your location + your business.

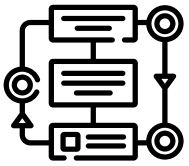
DIVERSITY

6

Ensure no customer amounts to more than 10% of your revenue or supplier 10% of your payables.

7

PREDICTIBILITY

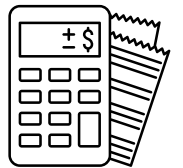


Have mastered a way to win customers and documented your sales funnel with a predictable set of conversation rates?

CLEAN BOOKS

8

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



9

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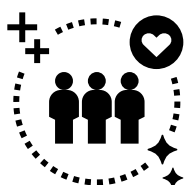


Who does all the decision-making? If you have a second in command who shares the power and knowledge, your business will be worth more.

HAPPY CUSTOMERS

10

Being able to objectively demonstrate that your customers are happy and intend to re-purchase in the future is key.



Hey! I'm Merin,

If you have ever received an unsolicited offer for your business...

If you are constantly overwhelmed with distractions and can't see the path forward...

Or is your business growing so fast that you need to put the systems and processes in place to take it to the next level?

This List will help you get started on your value-creation journey.

I work with owners to help build a sellable business

- 1 on 1 coaching,
- Interactive online tools, and
- A step-by-step process to find clarity, simplify decision-making, & reclaim time.

You will:

1. Increased revenue
2. Enhanced internal process
3. More time to focus ON your business
4. Build CONFIDENCE knowing you aren't leaving money on the table
5. Remove the fear of regret

Don't wait any longer, get started today.

Get a **FREE Business Health Assessment** today and start learning how you stack up.

To learn more visit  www.MCsquaredCoaching.com

MERIN COUTTS

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Certified **Value Builder™**

