

Summary

From Roller Coaster Rides To Successful Exits—Business Blueprint Interview With Dale Beaumont And Kerry Boulton



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In this comprehensive interview, Kerry Boulton, a prominent business advisor, recounts her inspiring journey from a 16-year-old secretary to a successful business owner. Kerry's career began when she was hired as a secretary and later bought her first business at age 20 from her employer. She details her early challenges, including the 1987 stock market crash and high interest rates, and how she overcame them with a \$1.5 million profit turnaround in just one year.

Funding The Business And Initial Challenges

Kerry's success story includes her strategy to secure funding through a detailed business plan inspired by "How to Write Plans that Win Dollars" by Stanley Rich and David Gumpert. With the help of a mentor, she raised funds from 44 investors to take over the business, which had 63 staff and five offices. Despite facing major challenges like the market crash and high interest rates, Kerry implemented continuous improvement systems and processes, which led to significant financial gains.

Selling The Business And Lessons Learned

Nine years after buying the business, Kerry sold it successfully, achieving a return on investment and maintaining strong cash flow throughout the nine years. She underscores the critical importance of having an exit strategy and planning for it from the outset. Her approach included winning several awards, such as the Telstra Small Business Awards, and implementing cross-functional teams to enhance efficiency. Kerry's experience highlights the need to manage a business effectively to maximise its value when it's time to sell.

The Impact Of Baby Boomers On Business Sales

Kerry discusses the upcoming wave of business sales driven by the retirement of the baby boomer generation. She advises current business owners to prepare their businesses for sale to take advantage of this demographic shift. With most businesses owned by baby boomers, there will be a significant increase in business sales, making it crucial for owners to manage their businesses well to attract potential buyers.

Strategies For Selling A Business

Kerry outlines various reasons for selling a business, including strategic decisions, personal motivations, and the desire for a return on investment. She shares her own experience of selling another business, a real estate startup, after 11 years. Kerry emphasises the importance of having a clear exit strategy and being well-prepared for the sale process.

Key Takeaways

Dale Beaumont wraps up the interview by summarising the key points, emphasising the importance of preparing for a business sale. Kerry encourages business owners to start their preparation now to maximise their business's value. She also introduces her new book, ***The Uncensored Truth About Exit Strategy***, and invites viewers to visit freeexitstrategybook.com.au for a complimentary copy. The interview concludes with a reminder of the impending wave of business sales and the need for proactive preparation.