

# *Summary*

## **Plan Your Exit Strategy From Day One: Maximise Your Business Value—Business Blueprint Interview**



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In this *Business Blueprint* interview, Kerry Boulton, Australia's leading exit strategy advisor, speaks with Dale Beaumont about the crucial timing and planning involved in selling a business. Kerry emphasises that the best time to start planning for an exit is when the business is first established. Ideally, business owners should include their exit strategy in their original business plan. However, many business owners overlook this and find themselves needing to plan later in the business lifecycle. Kerry stresses that if an exit strategy hasn't been considered from the beginning, the next best time to start is now, giving owners at least two to five years to properly prepare.

She explains the value of strategic planning, specifically focusing on the importance of positioning the business for a strategic sale. A strategic buyer, who views the business as complementary to their own, often values the business higher than a regular buyer. Kerry encourages owners to always run their business as if it's ready for sale.

This approach provides flexibility, allowing for an exit in case unexpected circumstances arise. Proper planning not only maximises the business's value but ensures a smoother transition when the time comes to sell.