

*Summary*  
**Practice Growth HQ**

**PRACTICEGR****WTH HQ**



**How to Build a  
Practice Worth Selling  
(or Keeping!)**

*with*  
**Kerry Boulton**



[TheExitStrategyGroup.com.au/Media](https://TheExitStrategyGroup.com.au/Media)

In the podcast episode between Angus Pryor and Kerry Boulton, they explore the importance of revenue generation per hour and the lifestyle trade-offs that come with a practice relying heavily on the main practitioner's presence. Angus mentions that this trade-off is a matter of balancing productivity with lifestyle, while Kerry suggests finding ways to work more efficiently. They also touch on the importance of a systematised customer database, noting the value of tracking client visits, referrals, and expanding the client base through other methods than just direct marketing. Both agree that repeat business and referrals are essential for long-term growth and value.

Kerry emphasises the critical role of Google reviews, stressing that a large number of positive reviews can be a powerful asset, especially when selling a business, while also acknowledging the risks of negative reviews harming a business's reputation. The two also discuss the need to track referrals actively, as many practices overlook the value of this data. They agree that understanding where clients come from and the percentage of business driven by referrals is crucial for proving growth and maintaining a solid foundation.

As the conversation shifts to planning for the unexpected, Kerry advises practitioners to ensure they have proper estate planning in place, including wills and trusts, especially in the health industry where practitioners might not have considered the importance of succession planning. She highlights the five Ds (death, disability, divorce, distress, and disagreement) and urges business owners to take action early to avoid complications down the line. They also discuss the importance of maximising business value and protecting it, regardless of whether the business owner plans to sell anytime soon.

Kerry offers valuable resources, including a valuation link and a contingency plan list, and invites listeners to reach out for guidance. She also promotes her books on exit strategies, encouraging business owners to understand the steps needed to protect and maximise the value of their business. In closing, Angus reinforces the idea that applied knowledge is the key to success, urging listeners to take immediate action based on the insights they've gained from the episode. He concludes with a call to leave a review and engage with the show to receive more valuable content on practice growth.