

# Strategies For Maximising Business Value In Exit Planning



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

Kerry Boulton is Australia's most respected Exit Strategy Advisor and CEO of the Exit Strategy Group. Welcome to this week's segment.

**KERRY BOULTON:** The topic I wanted to talk about today came in as an answer to the question, what's your biggest challenge related to exiting your business? And in the many conversations that I've had with people, this has been a burning issue, and that is having the business valuable enough to exit.

So, asking yourself that question, do you have an idea of what your business is worth? How do you actually go about figuring that out? Well, one way to do it is, in fact, to have a look at. I mean, you could get a business broker in to give you some idea of your valuation, to see where you're at now.

Because, interestingly, every business is different, but every business is the same. There are drivers that actually affect your business, and no matter where you are in the growth phase. Each one of these drivers will come into play.

So if you've been in business for a number of years, for instance, and you are past the early development stage, things like, you know, sale, your sales and marketing, any recurring revenue, what sort of legal documents, etc., that you have in place, any legals? What are, in fact, the essential items that are actually making up the value of your business?

If you don't have a copy of Kerry's new book, *The Uncensored Truth About Exit Strategy*, please visit <https://freeexitstrategybook.com.au/>