

Unlocking Growth Potential Strategies For Maximising Business Valuation



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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: If growth makes a difference in the valuation, then significant growth would have a dramatic impact. However, few businesses can maintain high rates of growth over a long period of time. It just doesn't happen. And if you're projecting growth rates in excess of 10 to 15% over any extended period, you're going to require some very, very, very convincing support evidence.

Short term increases in growth or step changes are certainly feasible, whether they're achieved through innovations in the business, through even a series of acquisitions that you might make yourself, or even the introduction of new lines of business. They're common and they're easy to demonstrate. And the effects of those sorts of changes can easily be validated if it's happened and the results are already contributing to profits.

But projected increases, they're often dismissed by buyers because there's no track record. So to show the growth that can be achieved and sustained, requires a lot of work. Achieving anything like growth beyond the capabilities and resources of the current owner, you're going to have to put in some groundwork.

And in order to be able to demonstrate what you can achieve, that's what you need to do now. There's nothing like watching the value of your business grow. It's that simple. One of the best things that I can recommend for you is that you have access to a tool that I'll give you the web address for as we get a little bit further here.

But I'm talking about doing something like you might do an assessment before you go into a bank to get a bank loan, just to see where you stand. What I have for you is access to a fantastic tool. It's called core value, actually, and it's really a body scan for your business.

It identifies the weaknesses and quantifies the value and shoring up those weaknesses. And they can even suggest specific tasks for you to work on, and we'll identify which tasks are going to give you the biggest bang for your buck. This is an incredible tool that I really would love everybody to have access to, and it's based on years of academic and in market research.

And not only will it give you a guide as to your value, the value of your business, but it is going to identify your potential value and the drivers that are actually holding you back. Because what we want to do here is increase your profitability and access absolutely every tool that you can get hold of to be able to do that.

You're going to need time, as I said, and you're going to need resources to be able to put in to driving your profitability and substantially improving it over

time, to get the absolute best value that you possibly can for your business in the future. Achieving step change growth might be possible, and it might be beyond your capabilities and beyond your own resources as you are now.

What I'd love to do, though, is for you to access this tool, and as I said, it's a body scan for your business, get an idea of where you currently sit in terms of toe in the water valuation before you do anything about going to market. Highly probable future profits based on only projects which the business undertakes before a sale isn't going to create long term value for any future buyer.

So I'd highly recommend that you find out where you sit right now and understand where the gaps are and what you can do to improve your profitability in the shortest possible time frame. So all you need to do is go to www.theexitstrategygroup.com.au/freereport.

I think you'll be really pleased when you get the information that that report is going to give you, and you will be able to see the areas that you need to work on in terms of building your growth potential for the future.

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