

Summary

Business Blueprint Interview – How Do You Value Your Business



TheExitStrategyGroup.com.au/Media

Kerry Boulton, an exit strategy advisor, talks about valuing a business beyond industry averages. He emphasises the importance of understanding the market, competitors, and future cash flows to attract potential buyers. Tools like business benchmarking and consulting with business brokers provide an initial valuation, but Boulton advises against relying on industry norms. Instead, he suggests setting a higher price by understanding the buyer's motivations and plans for growth.

Boulton recommends using discounted cash flow calculations and aligning financial projections with the buyer's needs. He also suggests during negotiations to turn the question of price back to the buyer by understanding their intentions and growth plans for the business. This approach helps in determining a value that resonates with the buyer's goals.

The segment concludes with a call to action for business owners to learn more through Kerry's new book and promotes a free exit strategy book.