

Summary

Enhancing Business Value – Innovation, Iteration, And Improvement



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Kerry Boulton, an exit strategy advisor, discusses the crucial role of innovation, iteration, and improvement in the business exit strategy process. He emphasises the importance of presenting a business in the best possible light to potential buyers, focusing on strategic improvements that enhance future value and income streams. Boulton advises business owners to look beyond financial multiples and consider the long-term value a buyer could extract, which could result in a higher purchase price. He also highlights the potential for buyers to leverage existing assets and capabilities more effectively than the current owner, thereby increasing the business's attractiveness.

Boulton encourages business owners to think strategically, aiming to create future value for buyers. This approach can lead to a higher sale price and a better multiple of earnings. The key takeaway is to implement innovations that improve the business's value and communicate its future potential effectively to potential buyers.