

Summary

How To Master The Valuation Of Your Business



TheExitStrategyGroup.com.au/Media

Kerry Boulton, an expert in exit strategy planning, discusses the importance of valuing and selling a business. He emphasises the need to benchmark against industry peers and use online tools for guidance. To exceed industry averages, focus on future cash flows, market trends, and competitor analysis. Boulton advises against relying on industry rules of thumb and stresses understanding the buyer's motivations.

He recommends inviting offers to gauge market perception and negotiating through a broker to avoid emotional involvement. Boulton also highlights the emotional aspects of selling a business, suggesting post-sale activities like mentoring or community involvement. Terms such as earn-outs and retaining equity can be negotiated, with private equity deals offering potential for future growth.