

## *Summary*

# Maximising Business Value – The Role of Your Customer Base



**KERRY BOULTON**

Australia's Most Respected Exit Strategy  
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[TheExitStrategyGroup.com.au/Media](https://TheExitStrategyGroup.com.au/Media)

Kerry Boulton, Australia's top exit strategy advisor, emphasises the crucial role a business's customer base plays in its overall value, beyond just financial results. She outlines a four-step process for maximising business value: evaluate current status, align personal and business goals, explore various exit options (financial, strategic, internal), and ensure the business is in growth mode during the sale.

Boulton stresses the importance of timing, recommending selling during market growth and conducting a mock due diligence. She also advises engaging employees and using competitive bidding to achieve the best sale price. The key to success is preparing early and aligning goals to ensure a smooth exit.