

Summary

Maximising Business Value For A Successful Exit



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Kerry Boulton, an exit strategy advisor, highlights the importance of innovation, iteration, and improvement in preparing a business for sale. She advises against relying on past profits, focusing instead on communicating future income streams and effectively managing risks. Key factors that enhance business value include strong brands, diversified products, a large customer base, a strong management team, and unused capacity.

Boulton recommends using the “Core Value” tool to assess and improve business value, noting that significant growth and profitability improvements require time and resources. She urges business owners to prepare early and comprehensively to maximise their exit value.