

Summary

Strategies For Maximising Business Value In Exit Planning



TheExitStrategyGroup.com.au/Media

Kerry Boulton, an esteemed exit strategy advisor in Australia, discusses the challenge of ensuring a business is valuable enough for an exit. She emphasises the importance of understanding business valuation, suggesting consulting a business broker for an evaluation. Boulton notes that while every business is unique, common value drivers exist across all enterprises, regardless of their growth stage.

These include sales, marketing, recurring revenue, and legal documents. Additionally, she promotes Kerry's new book on exit strategies, which is available for free download.