

Summary

Unlocking Growth Potential – Strategies For Maximising Business Valuation



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Kerry Boulton, an expert in exit strategies, discusses the impact of growth on business valuation. She notes that while significant growth can dramatically increase valuation, sustaining high growth rates is challenging. Short-term growth spikes due to innovations or acquisitions are more credible and can be validated.

Kerry recommends using the “Core Value” tool, which assesses business weaknesses and potential, to improve profitability and enhance business value. She emphasises the importance of understanding current valuation and addressing gaps to maximise future growth potential. Access to this tool and a free report is available at The Exit Strategy Group’s website.