



THE FORMULA:

5 SURPRISING WAYS TO BOOST THE VALUE OF A BUSINESS

THIS IS STEPHANIE
SHE SOLD HER
\$9 MILLION
COMPANY...
...FOR \$54 MILLION



Company Value Builder Score By Offer Multiple

"What multiple of your earnings did the offer represent?"

Comparing average multiple offered

Average multiple

Score: less than 50

Score: 50 - 60

Score: 60 - 70

Score: 70 - 80

Score: 80+

0

1

2

3

4

5

6

7

Multiple Goes Up In Lock Step With Size

“What multiple of your earnings did the offer represent?”

Comparing average multiple offered

Average multiple

< \$1M

\$1M - \$3M

\$3M - \$10M

\$10M +

0

1

2

3

4

5

6



MONOPOLY

Companies With a Monopoly In Their Market Get 50% Higher Offers

“What multiple of your earnings did the offer represent?”

Comparing average multiple offered

Average multiple

Have Monopoly - all regions

0

1

2

3

4

5

6

SELL MORE STUFF TO
PARENTS



FIND MORE PARENTS WITH A
MANNY

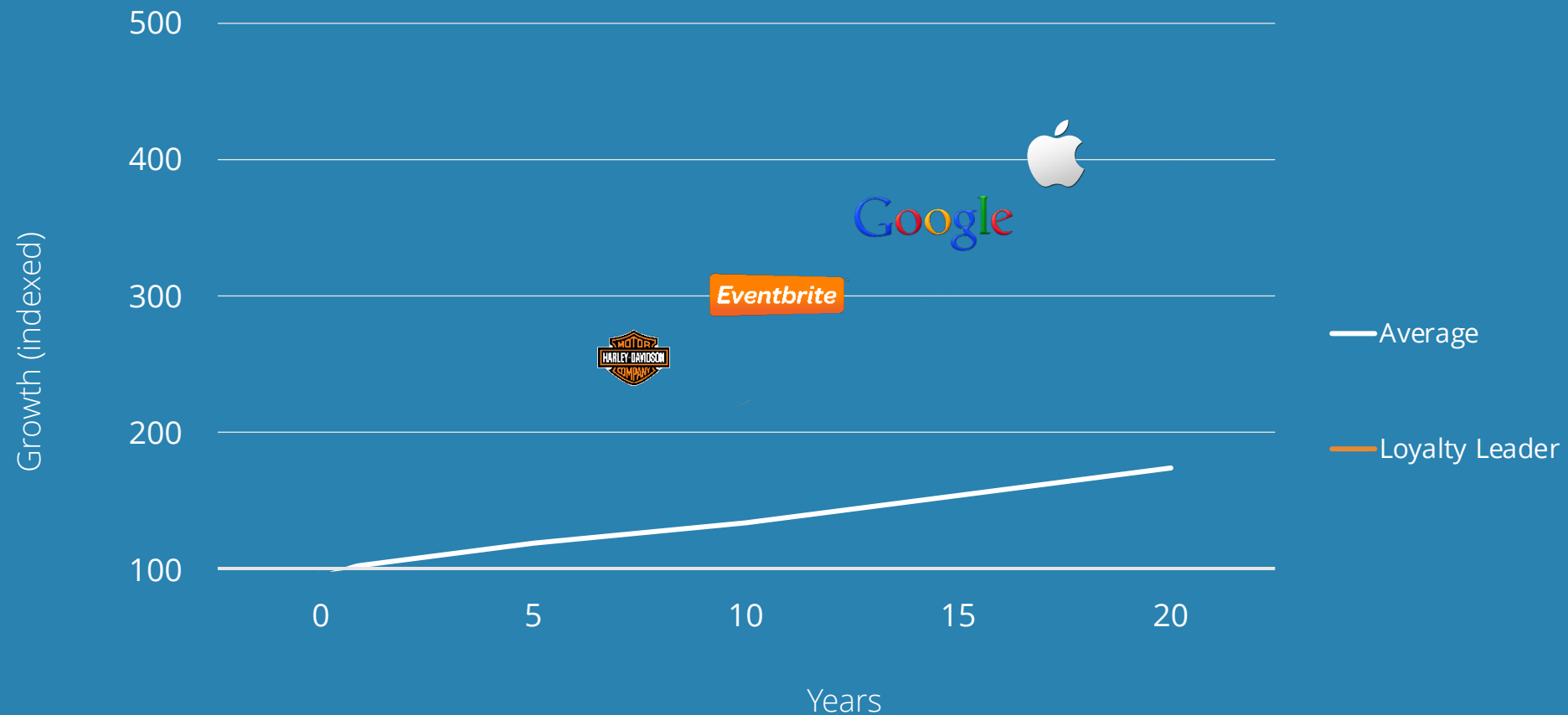


LESSON #1: SELL LESS STUFF TO MORE PEOPLE



How Likely Are Your Customers To Recommend You?

Customer Promoters Drive Value



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Calculating Your Net Promoter Score

% of Promoters : 25%

% of Passives : ~~70%~~

% of Detractors : 5%

Net Promoter Score : 20%

ONBOARDING
TEAM LED TO 78%
NPS SCORE





Lesson #2: Strive For 50% + Net Promoter Score

Companies With 75%+ Recurring Revenue Get Much Better Offers

“What multiple of your earnings did the offer represent?”

Comparing average multiple offered

Average multiple

75% + recurring revenue

0 1 2 3 4 5 6 7

**\$9 MILLION IN
REVENUE: 100%
RECURRING**



The background of the slide is a blue-tinted photograph of a multi-lane highway. The image is taken from an elevated perspective, showing several lanes of traffic. Long, white, curved light trails are visible, suggesting motion blur from long-exposure photography. The overall tone is professional and modern.

Lesson #3: Create Recurring Revenue Streams

Owner Of The Customer Relationship

“What multiple of your earnings did the offer represent?”

COMPARING AVERAGE MULTIPLE OFFERED

Average multiple

I know each of my customers by first name

I know most of my customers by first name and they usually want to deal with me rather than one of my employees.

I know some of my customers by first name

I don't know my customers personally and rarely get involved in serving an individual customer

2

3

4

5

LARGEST
CUSTOMER <1%
OF REVENUE



A man wearing glasses and a dark apron is working behind a counter in what appears to be a cafe or restaurant. He is focused on a task, possibly preparing a drink. On the counter, there are several stacks of white plates, two tall silver coffee dispensers, and some white containers. In the background, there are more stacks of plates and a glimpse of the interior of the establishment, including a window and some furniture. The entire image is overlaid with a semi-transparent blue filter.

Lesson #4: Reduce Reliance on Customers, Employees and Suppliers



GROWTH POTENTIAL

How Easy Would It Be To Accommodate 5 X Demand?

COMPARING AVERAGE MULTIPLE OFFERED

Average multiple

Impossible

Very Difficult

Fairly Easy

Fairly Difficult

Very Easy

0

1

2

3

4

5

GROWING AT
17%
PER YEAR





Great care
starts *here*

Find your perfect local caregiver.
It's easy!

[How It Works](#)

Lesson #5: Find An Acquirer you can help grow

[Get Started](#)

Five Keys To A Lucrative Exit

