



The 8 Value Drivers-Thinking about selling your company? (45 minute Keynote; up to 90 minute Breakout and FULL day Workshop) \*\* Audience will receive a FREE business evaluation (value) during this session

IS YOUR COMPANY SELLABLE?  
EVEN IF YOU'RE NOT READY TO SELL, YOUR BUSINESS NEEDS TO BE BUILT-TO-SELL

The ultimate test of your business' success can be found in a simple question: Would someone want to buy your company? And if so, why? The foundation of a company fit for sale may not match what you have built to date. Likewise, the way that you are running your company may not have enough space between you and its daily operations to prep it for sale. So, is it really time to sell your company... or would you be better served by building value for a future sale date at a higher price? Or a higher likelihood of success?

Audience Takeaways:

- What is your current Business Value? Complete a link to get the number.
- When should you start planning for exit?
- The 8 "drivers" that matter to a buyer
- Things you need to do to prepare for exit, even if that is 10 years away!
- Learn how to build a "Built to Sell" business

**Susan Frew Speaking Topics**

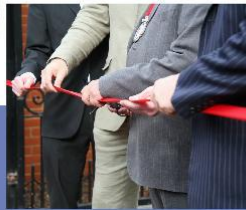


# 8 Things that Drive your Company Value for Exit



## STOP COMPETING ON PRICE

Your Uniqueness will set you apart and could mean big multiples when its time to sell.



## ARE YOU THINKING ABOUT YOUR EXIT?

Was your business "Built to Sell?" If not, it is not too late to get ready. Its never too early to begin.



## THE PLAN

This 8 step formula will get your business ready to sell for MAX Value now or later

## ABOUT THIS KEYNOTE

Susan Frew, TEDx speaker, plumbing company owner and coach of 18 different trades shares her research, insight and inspiration. The audience will walk away with concrete ideas and understanding of the 8 things that drive buyer value. Step by step, follow the plan to prep your company for sale.

- What is Private Equity and is it right for my company?
- What are the areas of importance in a sale?
- Am I ready to retire or move on?
- Do you have recurring revenue? Get some for max results.
- What is my company worth right now and what is my value score?