


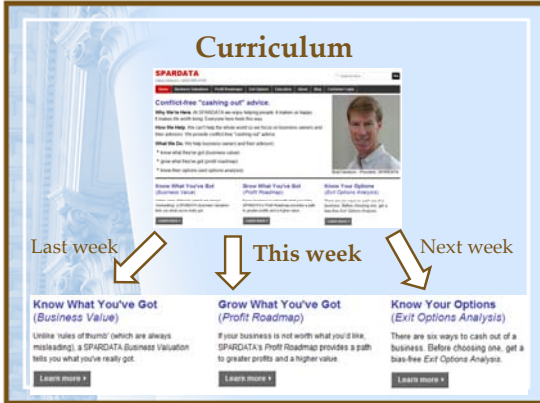
Cashing Out Study Group

Cashing Out Step 2: Grow What They've Got



Presented by: **Brad Davidson, President**
SPAR DATA Value Advisors

I:\Knowledge Base\Presentations\Wholesaler\2009 Wholesaler



Curriculum

Last week

Know What You've Got
(Business Value)

[Learn more >](#)

This week

Grow What You've Got
(Profit Roadmap)

[Learn more >](#)



Next week

Know Your Options
(Exit Options Analysis)

[Learn more >](#)

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How NOT To Value A Business

“Rules-of-thumb” assume
all companies are alike.


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SPARDATA 2010 Study Of Business Owners

- Median difference between owner estimate and actual fair market value: **58.9%**
- Guess too high: **66.7%**
- Guess too low: **33.3%**

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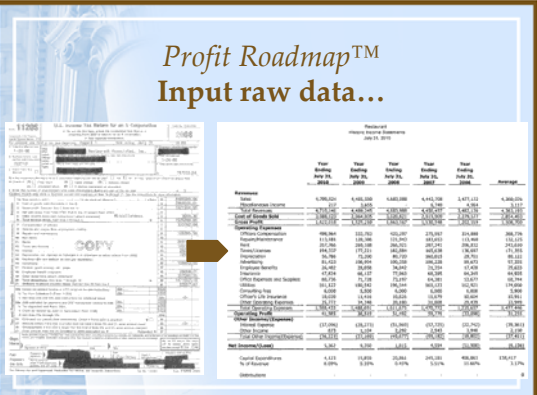
How To "Grow What They've Got"



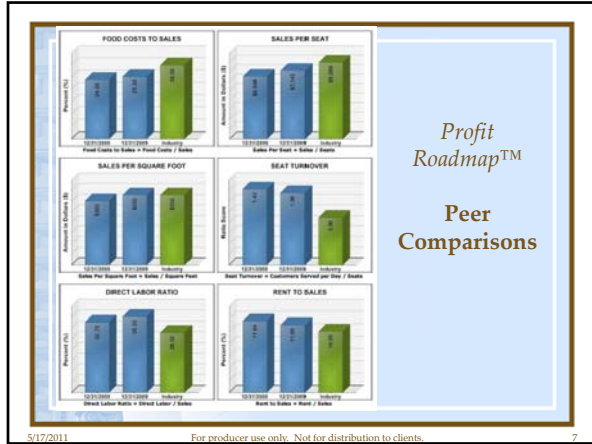
1. Benchmark to identify problem areas
2. Fix problems (usually with a coach)

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Profit Roadmap™ Input raw data...

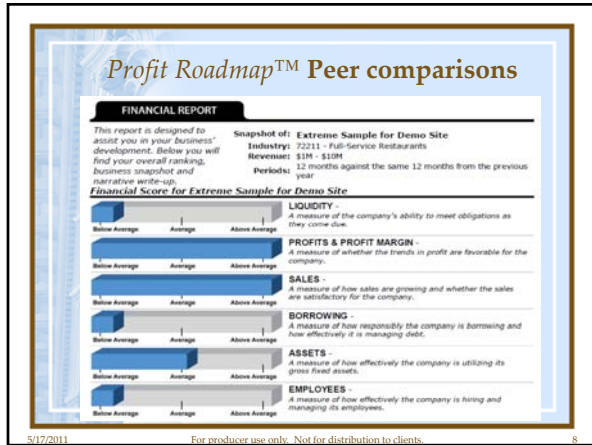


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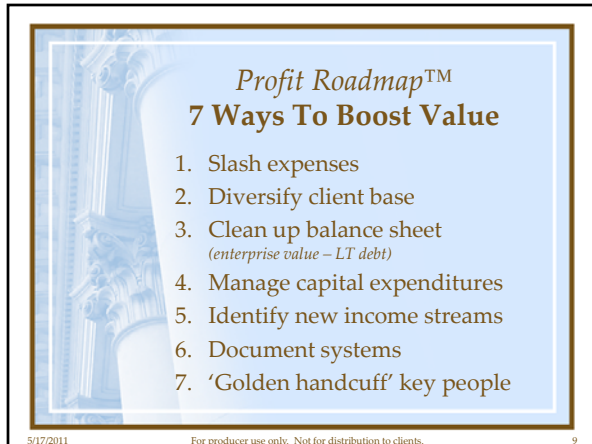
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*Profit Roadmap*TM
**Business Coach
 Recommendations**

- SPARDATA will suggest 2-3 qualified CFO consultants
- Upon request SPARDATA arranges and participates in interview conference call.
- [Note: SPARDATA gets no fee. Our advice is 'conflict-free'.]

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*Profit Roadmap*TM
Cost

- \$3,000
- \$1,500 if client also orders valuation and/or exit options analysis.

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Curriculum

1. The question nobody's asking
2. Know what they've got
3. Responding to concerns
4. Grow what they've got
5. **Know their exit options**
6. Starting the conversation
7. Centers of influence

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