



What's It Worth?

How to Build a Business That Pays You Back (Now and in Retirement)

1. Why Business Value Matters

Even if you're not planning to sell your business, knowing and improving its value is one of the smartest things you can do. Here's why:

- Leverage** – Higher value improves your ability to get loans or lines of credit.
- Future Flexibility** – Better options when you decide to exit or sell.
- Better Business Health** – Value-driven businesses are stronger, more sustainable, and more profitable.

Even if you're not selling, knowing your value helps guide smart decisions.

2. How Business Value is Calculated

SDE (Seller's Discretionary Earnings)	EBITDA (Earnings Before Interest, Taxes, Depreciation, Amortization)
For small, owner-operated businesses (<\$1M profit)	For larger/professionally managed businesses (>\$1M profit)
Net Income + Owner's Salary/Benefits + Perks + One-time Expenses	Profit from operations before interest, taxes, depreciation, amortization
Focus = Owner's financial benefit	Focus = Business performance itself
Typical Buyers = Individuals, Main Street buyers	Typical Buyers = Investors, Private Equity, Strategic buyers
Multiples: 2x–4x	Multiples: 4x–8x



3. Self-Assessment: 8 Key Value Drivers

Rating Meaning	SDE	EBITDA
Needs Major Improvement	1	4
Developing	2	5
Strong	3	6
Excellent	4	8

Value Driver	Your Score	Notes / Action Ideas
1. Entrepreneur is Redundant – Business runs without you		
2. Strategic Planning – Leadership team meets regularly to plan		
3. Customer Concentration – Diversified, resilient customer base		
4. Recurring/Predictable Revenue – Steady, reliable sales		
5. Systems & Processes – Documented and followed consistently		
6. Key KPIs – Clear, measurable goals tracked company-wide		
7. Profitability/Gross Margin – Improving with growth		
8. Visibility – Key metrics are visible and shared with the team		

4. Estimate Your Value

- Annual SDE or EBITDA amount: _____
X
- Estimated Multiple: _____
=
- Estimated Value: _____



★ 90-Day Action Plan

Based on your self-assessment, what 1–2 areas will you focus on improving over the next 90 days to increase your business value?

1. _____

2. _____

📅 Save the Date: **September 23, 2025 – Profits & Pints: Next Session!**

Think Bigger: Why 10x Growth is Easier than 2x

August Special!

Put Your Value Growth Plan into Action

\$155

Scaling Up Essentials Workshop

Strategy. Structure. Momentum.

You've just rated your business on 8 key value drivers.

Now it's time to turn those scores into a focused 90-day plan.



In this 4-hour workshop, you'll:

- Identify your top strategic priorities for the next 90 days
- Clarify roles & responsibilities to reduce owner-dependence
- Apply simple, proven tools to improve profitability & cash flow
- Leave with a clear, actionable plan to grow your business value

\$40 off through August! Use code PINTS