First, we get *curious* about your business

Every business is a machine, and every machine has a story. In two weeks inside yours, we learn both: how you got here, how the work really flows, where it strains, and what you are genuinely great at. Then our engineers and leadership turn everything we learned into a map of what your business becomes next, priced, sequenced, and yours to keep either way.

2 wks
INSIDE YOUR BUSINESS

10
VALUE LEVERS SCORED

6
DELIVERABLES YOU KEEP

Wk 1
REVENUE WORK BEGINS

01 · WHAT WE LISTEN FOR

Four things, captured completely

The people who design your systems are only as good as what our advisor learns in your building. So the advisor's whole job is to be curious, ask real questions, and capture the full picture. Four things in particular.

ONE

Your story

How you built this, why it exists, and where you want it to go. The plan has to be yours, and that starts with knowing you.

TWO

Your processes

How work really flows, first call to cash in the bank. We trace a real job end to end and draw every handoff, so you can see your machine run, most owners never have.

THREE

Your gaps and bottlenecks

Where the day leaks time, cash, or customers, and what depends on one person's memory. Stated in numbers, not opinions.

FOUR

What you're great at

Every business that gets to your size is great at something. We find it, protect it, and build the growth plan on top of it, never around it.

02 · WHY IT MATTERS NOW

Most owners are flying blind on their biggest asset

Not an insult. A pattern, documented across the whole market.

- For a typical owner, **70 to 90 percent of net worth sits inside the business,** one illiquid asset. Yet 4 in 10 owners have no formal valuation from the last two years, and two thirds have no documented plan for what the business becomes. `Exit Planning Institute`
- When businesses do go to market, industry data suggests **roughly one in four listings actually closes.** The killers are predictable: unverifiable financials, owner dependence, customer concentration. All fixable, but not in the sixty days after a buyer shows up. `Broker industry data · Axial 2025`
- Businesses that run on the owner personally are **discounted 30 to 50 percent** by buyers and lenders. The discount is invisible until the day it is not. `Strategic Exit Advisors`
- And the earnings you keep are worth more at scale: market data shows the **same dollar of profit commands roughly twice the multiple** inside a larger, systematized company. `IBBA Market Pulse 2025 · GF Data 2025`

The assessment replaces guesses with a number, a scorecard, and a map, while there is still time to act on all three.

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03 · WHAT WE EXAMINE

The 10 Value Levers

Two weeks inside your numbers, your processes, and your team's actual day. Every lever scored, every finding a number you can verify.

01	**Financial Performance**	Do the earnings hold up under the scrutiny a buyer, a lender, or a partner would apply. Margins, trends, concentration, collections.

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Do the earnings hold up under the scrutiny a buyer, a lender, or a partner would apply. Margins, trends, concentration, collections.

02 **Operations & Systems**

The job trace: one real job from first call to cash, every handoff and every wait drawn, plus everything that lives only in someone's head.

03 **Team & Organization**

The org chart as it actually works, who carries what, and whether pay rewards the right things. Including the people you could never replace, and how to multiply them.

04 **Sales & Customer Acquisition**

Your funnel in numbers, your follow-up, and your customer list, including the 30 to 50 percent of it that has quietly gone dormant.

05 **Market Position**

Why customers choose you, in their own words, the work you turn away, and the pricing power you have not used.

06 **Transferability & Risk**

What survives you stepping away for 90 days. This is where the 30 to 50 percent discount lives, and where we recover it.

07–10 **The Capital Stack**

Capital readiness, working capital, acquisition financing, expansion debt. What you qualify for today, what you are paying for money now, and what unlocks the next tier, credit file included.

04 · HOW IT RUNS

Two weeks, lightly worn

Built to cost you hours, not weeks, and to leave your team more confident than it found them.

WK 1

We listen and watch

Two private conversations with you: your story first, the harder questions second. Short one-on-ones with your key people and a few front-line voices, because the people doing the work know where the machine slips and what it does best. We watch a real day run and trace a real job end to end, with your access and approval at every step.

WK 1

Revenue work starts immediately

While we learn, we reactivate. Your dormant customer list goes back to work in week one, with messaging built from your customers' own words and approved by you line by line. Industry win-back benchmarks run 5 to 15 percent of recently lapsed contacts; we model your list conservatively and let results speak.

WK 2

Engineering and leadership craft the plan

Everything the advisor captured, your story, your processes, your numbers, your strengths, goes to our engineers and leadership. They design systems that fit your business, your team, and your tools, not a template. Nothing enters the plan our engineers have not sized.

DAY 14

Your story, and the map

We present it in person, and it reads like your business, because it is: what you built and what it is great at, where the machine strains in your own numbers, what it becomes next, and the map to get there, phases, prices, owners, dates. We agree in writing what success looks like in 90 days before anything gets installed.

On confidentiality

NDA before we see a single number. Your team sees exactly what this is: a growth engagement. New pipeline, reactivated customers, better systems. It reads as investment in the company because that is what it is. The sensitive conversations happen with you alone, and nothing about the assessment signals anything else to your staff, your customers, or your market.

05 · WHAT YOU KEEP

Six deliverables, yours either way

Whether or not we ever work together again, these are yours.

Current valuation range

What the business is worth today, with the basis and market data shown, not a rule of thumb.

Potential valuation

What it is worth with the gaps closed, and which gaps move the number most.

Operational scorecard

All ten levers scored, every finding stated as a number you can verify, strengths included.

Market report

Your position, your competitors, and the demand you are turning away.

Prioritized roadmap

The map: sequenced, priced, and owned. Revenue first, independence second, visibility third.

Capital capacity read

What you qualify for today, what you are overpaying for money, and the path to the next tier.

> "In 40 days we saw a 90 percent increase. Doubled my business. My partner was literally like, don't do anything else other than what you're doing."
>
> ZACH ALEXANDER · PARTNER, LISTING PROFITS REMODELING

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06 · THE HONEST COMPARISON

Why this is paid, and worth it

Against the free valuation

A broker's free opinion of value is a lead-generation tool: the broker is paid when you list, so the number is built to win a listing, and it is not defensible to a buyer or a lender. Bring it to us anyway. The assessment will stress-test it against your real numbers.

Against what buyers spend

A buyer will pay around $25,000 for a quality of earnings review before wiring a dollar for a business your size, and a standalone valuation runs $2,000 to $10,000 and tells you a number without a plan. The assessment answers the question theirs will ask, prices below the pair of them, and comes with installed revenue work and a map instead of a brochure. It credits toward the engagement if we continue together.

EBIT Community · Peak Business Valuation · Eton 2025-2026

After day 14, three routes, all yours

Grow: we install the plan, as full operating partners, as builders who train your team and hand over the keys, or on a lighter stay-close cadence. **Acquire:** the competitor across town, with the financing we scoped, on rules that now favor operators buying in their own industry. **Exit, eventually, on your terms:** prepared owners are the minority who close, and our network of 400+ institutional partners, family offices, and strategic acquirers is where prepared businesses meet serious buyers. We elevate enterprise value. We do not transact your business.

Investment and terms

The assessment is a fixed fee, scoped on the intro call to the size of your business, paid at engagement and credited toward phase one if we continue. Payment plans are available through our financing partners. In select cases, and especially where repairing the credit file is itself phase one of the plan, we can structure the fee as two payments: half at engagement, half at build-plan delivery. Ask us.