



Six **EXIT!** Errors to Avoid & Three Steps to Fix Them

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*Introduction by Million-Dollar Author
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EXIT!



**12 STEPS TO
SELL YOUR
BUSINESS
FOR THE
PRICE YOU
DESERVE**

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**Say it
isn't so!**

The Exit Planning
Institute recently
surveyed 200
San Diego based
business owners and...

53%

said they had given **little to no attention to their transition plan...** even though three-quarters of respondents were age 51 or older.

70%

didn't know how much
after-tax income they need
to support their lifestyle.

53%

of businesses partnerships
didn't have a buy-sell
agreement in place.

80%

said that they had **never sought advice** about (how to) transition.

65%

agreed that “Getting full value for my business to fund retirement or other business interests” was their top goal in the transition... *yet less than 40% had a formal valuation conducted in the last three years.*

**Don't
act like a
contestant
on
Shark
Tank!**

Don't base the value of your business on revenue projections, **base your value estimate on a multiple of profit** that the business is already generating.

Now Let's Fix it!

01

CREATE A 5 YEAR PLAN

Conduct a SWOT Analysis and spend 2 years executing improvements, and then 3 years operating profitably and filing profitable tax returns.
PROFIT = \$\$\$\$\$\$

02

GET ADVICE

Reach out for advice regardless of your time frame. All businesses can be sold at the right price and terms – so know what YOURS are!

03

DIY VALUATION

Start TODAY! Complete your own DIY Back of the Envelope Valuation. Download my valuation worksheet, these slides and more at...

www.EXITJOURNEY.com

