

Make Selling My Business *suck* Less
Retirement Runway for Business Owners

**Maximizing Exit Value
for Retiring Business Owners**

1. FIRMED UP FINANCIALS

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1. FIRMED UP FINANCIALS: From Hiding to Bragging

When we run a profitable business, it's our main obligation to reduce our highest expense items. Taxes are our most costly expense. So no one can be blamed for legally avoiding as much of our tax obligation as possible.

However, hiding income is ... hiding income.

And because a business value is a (mostly) calculation of income (EBITDA x multiplier), hiding income can - and often does - compromise the sale price

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So when we suggest “**Firm Up the Financials**” along a “runway” ...

We’re talking about taking 2-3 years to adjust the tax returns and financial statements so they state as much income as possible in order to maximize the foundational numbers.