

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

**Maximizing Exit Value
for Retiring Business Owners**

2. MECHANIZED MANAGEMENT

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2. MECHANIZED MANAGEMENT: Plug and Play Processes Rule the Day

When a buyer is acquiring a business, they are seeking an “asset” to purchase.

But many businesses are run as a job for the business owner, or at least an extension of the owner’s “big personality.”

- The smaller the business, the more they tend to be run as a job.
- And the larger the buyer (those who tend to buy for higher multiples of income), the more they’re looking for a personality-free asset.

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2. MECHANIZED MANAGEMENT: Plug and Play Processes Rule the Day

In a smoothly run operation, processes rule the day.
And systemized processes are what buyers want to see.

But busy entrepreneurs who understandably spend their time chasing cash flow for next week's payroll rarely have the opportunity to think about, write out, or train new processes for management, new hires, contingencies, etc.

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So when we suggest “**Mechanized Management**” along a “runway” ...

We’re talking about a third party who knows the industry’s best practices and can put those practices in place over a 2-3 year time frame as a method of attracting higher-paying buyers.