



# 8 VALUE DRIVERS

**AFTER ANALYZING MORE THAN 30,000 BUSINESSES,** it's been statistically proven that these 8 drivers increase the value of a company. Whether you want to sell your business for a premium now, or simply want to know that you could, **The Value Builder System** will help you. Here are the drivers and what they mean to company value.

#### **FINANCIAL PERFORMANCE**

Your history of producing revenue and profit combined with the professionalism of your record keeping.

#### **GROWTH POTENTIAL**

Your likelihood to grow your business in the future and at what rate.

#### **CONCENTRATION**

How dependent your business is on any one employee, customer, or supplier.

#### **CASH FLOW CYCLE**

Whether your business is a cash whirlpool or a cash spigot.

#### **RECURRING REVENUE**

The proportion and quality of automatic, annuity-based revenue you collect each month.

#### **MONOPOLY CONTROL**

How differentiated your business is from competitors in your industry.

#### **CUSTOMER SATISFACTION**

The likelihood that your customers will repurchase from you and also refer others to you.

#### **OWNER DEPENDENCE**

How your business would perform if you were unexpectedly unable to work for a period of three months.

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