

# Things You Can Do Right **NOW** to Improve the Value of Your Business

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TOM BRONSON





# Tom Bronson

Founder and President,  
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**72%**  
of business owners have  
**NO** exit strategy at all.

# 48%

of owners who  
want to sell their  
companies  
today, have no  
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of owners who want to sell their companies today, have no exit strategy.

# 83%

of all attempted transactions never make it to the finish line.



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# 48%

of owners who want to sell their companies today, have no exit strategy.

# 83%

of all attempted transactions never make it to the finish line.

# 500

transactions completed successfully by our team.



# 72%

of business owners have **NO** exit strategy at all.



Most attempted transition strategies end in a train wreck.

Most business owners don't know  
the value of their business.

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**Do you  
know  
the value  
of your  
business?**







A young child with curly hair, wearing a dark suit and sneakers, stands on a dark wooden floor. The child is holding binoculars to their eyes, looking towards the right. In the background, a chalkboard features a bar chart with seven vertical bars of increasing height from left to right. A thick black arrow is drawn across the board, starting from the left and pointing upwards and to the right, passing behind the bars. The text "What are the 3 most important things to improve that value?" is written in a large, black, sans-serif font across the upper right portion of the chalkboard. The top of the image has a film strip border with sprocket holes and some technical markings like "V6", "VR", "R", "V7", and "V9".

What are the **3** most important things to improve that value?



ALBERTA  
AL  
1999



# TODAY'S DISCUSSION

FINANCE  
CORPORATE  
LEGAL  
HUMAN RESOURCES  
OPERATIONS  
SALES|MARKETING  
TRANSITION & TEAM







**1** Require monthly financial statements by the 15th  
(And eventually get them audited or reviewed)





2

Complete next year's  
budget before  
year-end.

Share the budget  
and hold managers  
accountable

3

4



# Minimize the different types of discretionary spending

RELENTLESS ABOUT TRACKING & DOCUMENTATION

SEPARATE ACCOUNTS

IT'S WORTH THE COST



5

Identify and Track  
2 - 3 key daily or weekly  
metrics in every department



# Review your Corporate Documents

AND THINK ABOUT HAVING A  
TRANSACTION ATTORNEY DO IT FOR YOU!

# 6





7

Settle any  
outstanding  
lawsuits



# Formalize documentation

*Handshakes are a great way to start a relationship but get things memorialized to minimize future conflicts*



# 8



# HUMAN RESOURCES



9 Don't under  
invest in your HR  
leader



10

Obtain  
non-competes  
and non-solicitation  
agreements from  
key employees

# 11



The  
little  
things  
mean  
**EVERYTHING**

*Examine your culture & Listen to Everyone!*



TX 5063

TX 5063

TX 5063



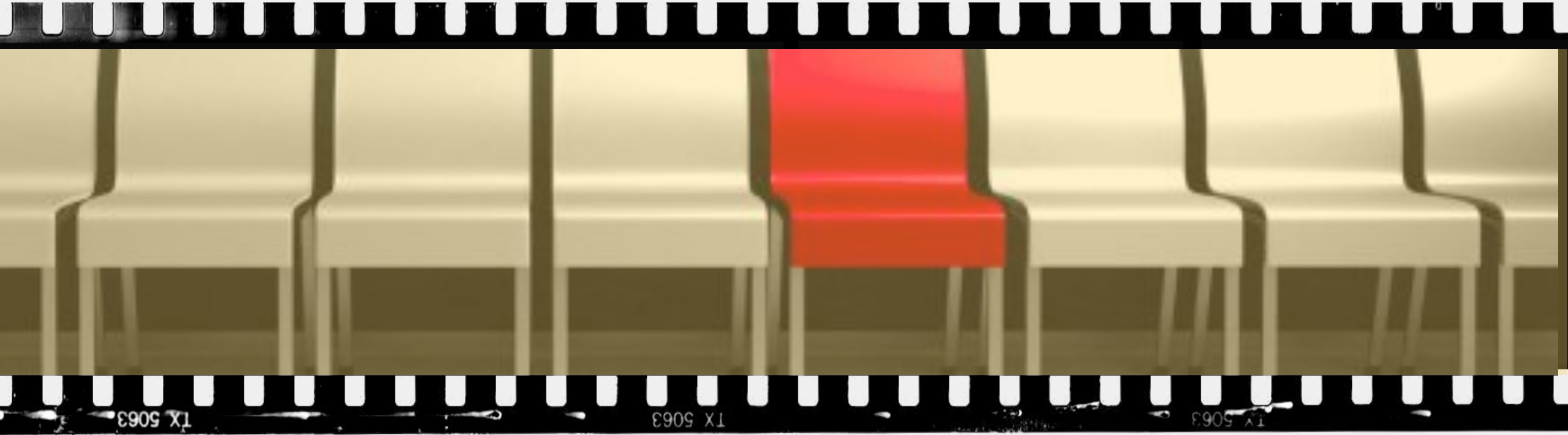
# Document your processes

# 12



Review the  
gross or net  
profitability per  
customer  
and/or sku

13



14

Remove the unprofitables

*Salespeople, clients, SKUs,  
operations and locations*





# SALES & MARKETING



# Examine your **GROWTH** initiatives



# 15



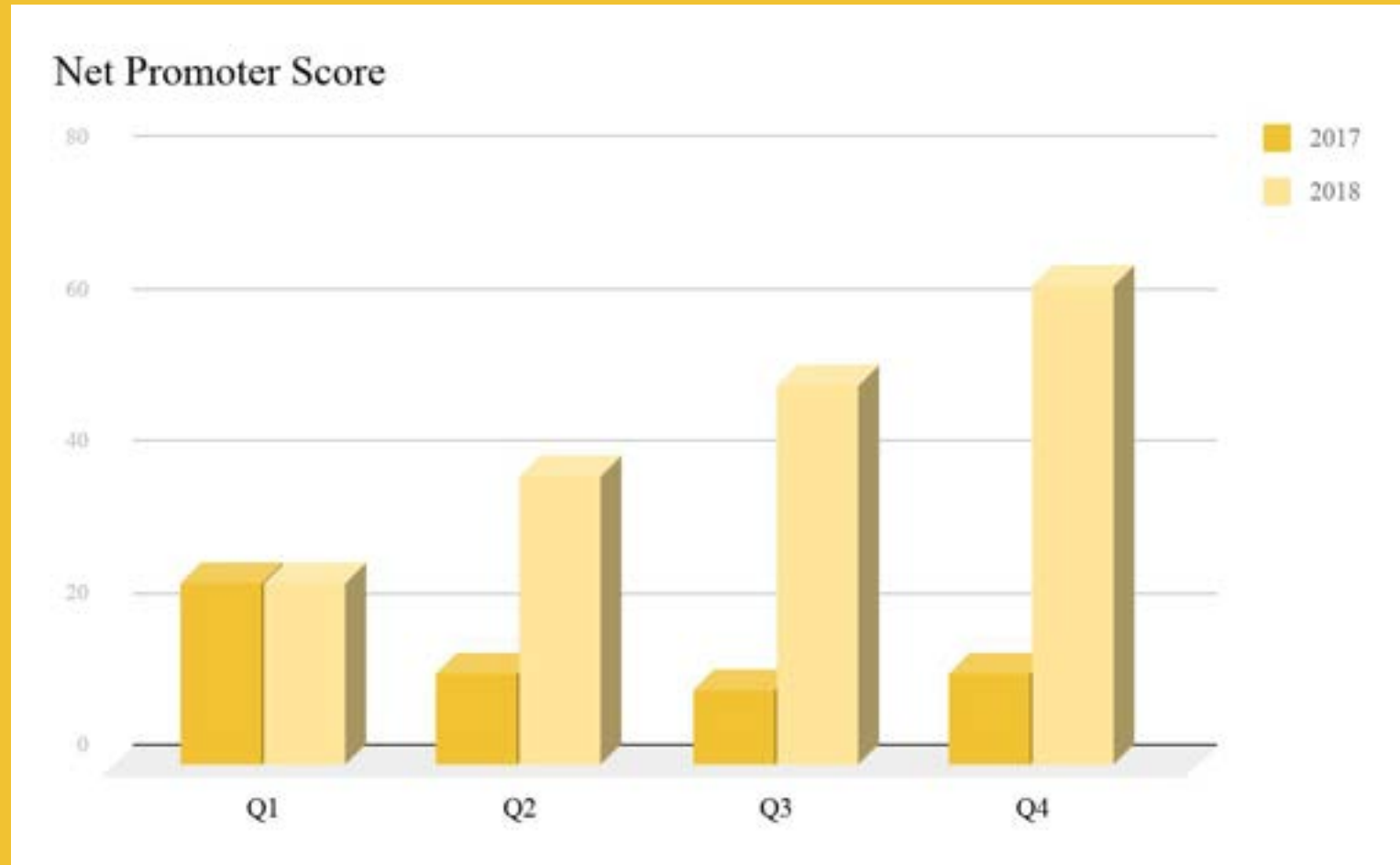


# 16

Find ways to  
build recurring  
revenue

Measure  
and  
monitor  
customer  
satisfaction

17





# TRANSITION & EXTERNAL TEAMS

Become **expendable** by investing  
in people and systems  
*(Plan for management transition!)*





19

Obtain an estimate of the **value** of your business

# 20

## RECRUIT & RETAIN A KILLER EXTERNAL TEAM

- *Hire or rent a GC or corporate attorney*
  - *Leverage your CPA's knowledge*
  - *Listen to your banker*
  - *Hire a wealth management firm*
- (download our ebook)***







21

Start a board of advisors or  
join an informal board  
organization



Now what?

**3 ACTION ITEMS**

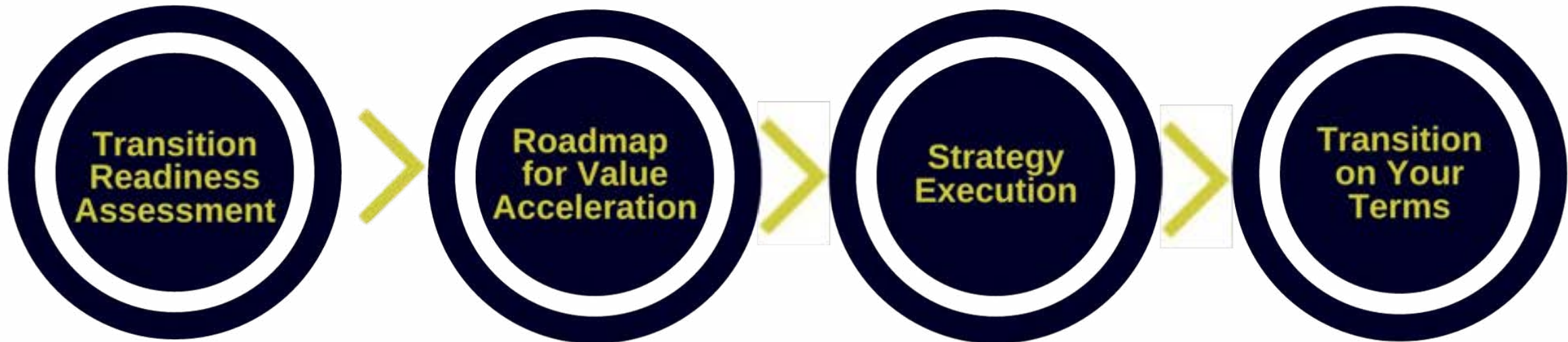




Empowering Business Owners to  
**Maximize Business Value**  
so they can achieve their Dream Exit

Schedule a call with Tom 

# How It Works





# STEP 1

TRA is a comprehensive report including a “heat map” of issues that need to be addressed and an OPINION of Enterprise Value.



# STEP 2

We take the TRA and deliver it in a step by step plan to improve the Enterprise Value of the business over an 18 month to 3 year time frame.



# STEP 3

With the roadmap complete, you can now take a "Do It Yourself" (DIY) approach or partner with Mastery to assist in the implementation.



Transition  
on Your  
Terms



# STEP 4

Our process does not force you into a sale.  
It's designed to improve your business  
and give you options. Sell? ESOP?  
Transition it to your children?



# Does it work?

Our clients have had great results.  
Here is one example.

# IT WORKS!

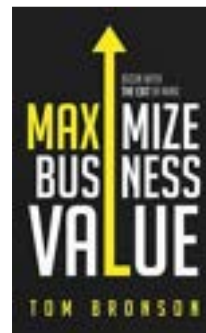
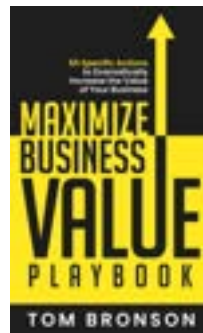
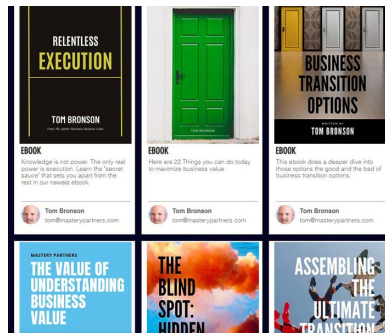
Business was  
OK but losing  
Money.  
(\$150K EV)

Set \$2M  
Target EV -  
started  
working the  
plan

Business is  
growing like  
crazy - and Hit  
\$2M Target!

Could sell.  
Good price.  
Having so  
much fun  
doesn't want  
to.

# We are here for business owners.



# Visit [masterypartners.com](https://masterypartners.com)



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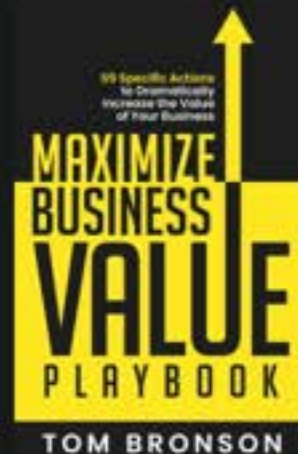
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# TOM BRONSON



#maximizebusinessvalue



SCAN ME



er. The only real  
arn the "secret  
part from the  
ok.

partners.com



**EBOOK**

Here are 22 Things you can do today to maximize business value.



**Tom Bronson**

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**EBOOK**

This ebook does a deeper dive into those options the good and the bad business transition options.



**Tom Bronson**

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SUBSCRIBE to  
masterypartners.com  
for many resources



# MAXIMIZE BUSINESS VALUE

TOM BRONSON



## Check out the Maximize Business Value Podcast!



Where podcasts are found.





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# Be in the know.





BUSINESS  
TRANSITIONS  
**SUMMIT**



GET to the

# BUSINESS TRANSITIONS SUMMIT

Happening May 7th in  
Westlake at Schwab  
Headquarters.

\$200 off with  
code  
FUB Austin



**NorthStar**  
MERGERS & ACQUISITIONS

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**THANK YOU!**



**visit** <https://www.masterypartners.com/fubaustin>



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**THANK YOU!**