

# MAXIMIZING VALUE

Driving Forces for Maximizing the Value of Your Business

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## FOUNDATIONAL ELEMENTS

- ✓ Consistent Double-Digit Revenue Growth
- ✓ Above Industry Average EBITDA %
- ✓ Recurring Revenue Model
- ✓ Revenue Quality (Including No Customer Concentration)

TIER 1

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## INFRASTRUCTURE

- ✓ Great Culture
- ✓ High Functioning and Effective Management Team
- ✓ Decreasing Dependence on the Owner

TIER 2

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## FINISH WORK

- ✓ Scalability (Quick Payback on Customers Acquisition Cost)
- ✓ Large Addressable Market
- ✓ Defensible Space (Barrier to Entry)
- ✓ Constant and Incremental Improvement (Not Revolutionary or Evolutionary)
- ✓ Established Business Systems and Processes

TIER 3