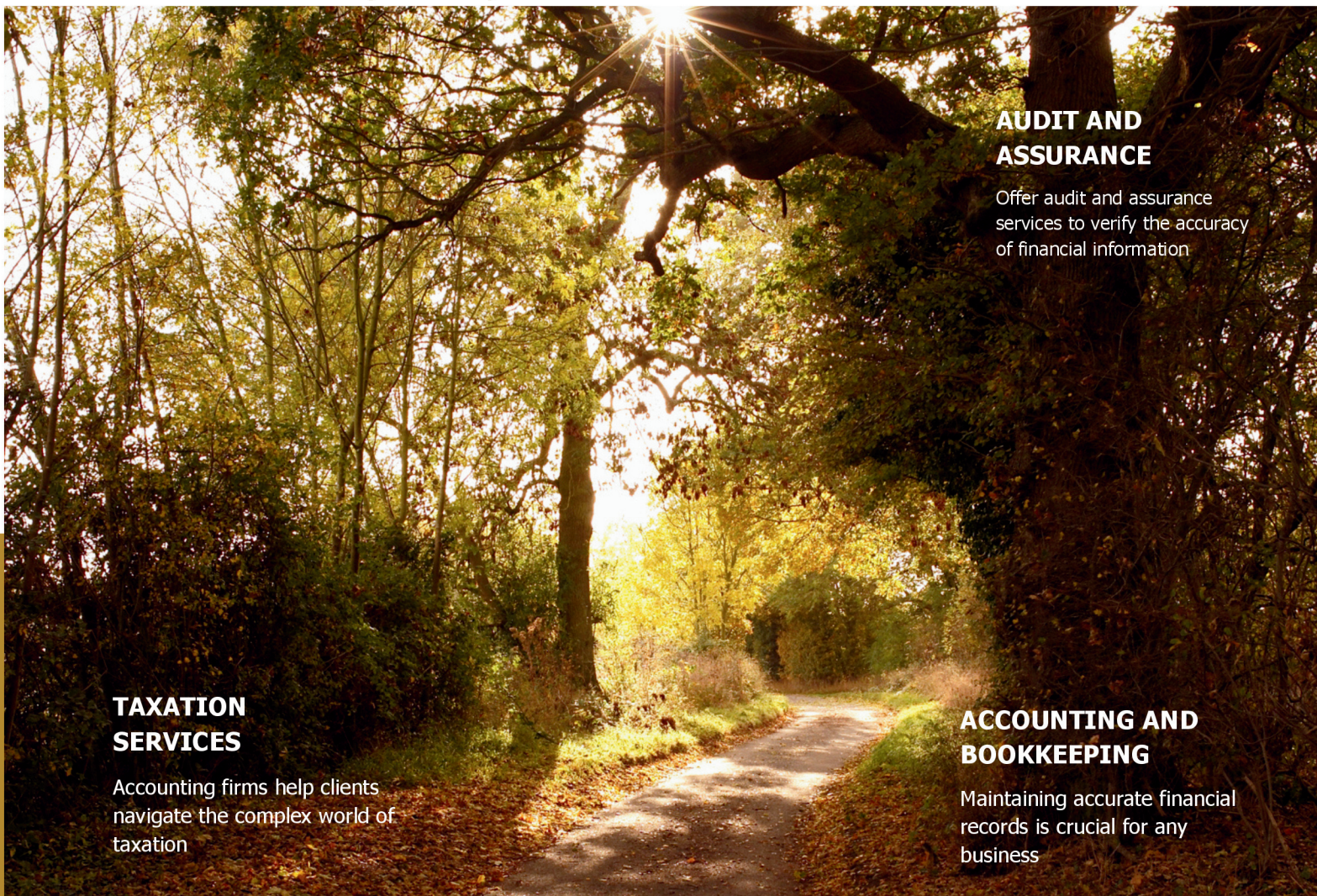




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From Worth to Wealth: Transforming Your Business Value

J. Ronald Bracewell, Jr. CPA/ABV
Senior Partner

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P.O. Drawer 2396
Gainesville, GA 30503



Maximize or Monetize: What's Next for Your Business?

You've spent years building your company—navigating challenges, seizing opportunities, and creating something of real value. Now you're asking the big question:

Do I keep growing, or is it time to monetize my life's work?

Whether you're focused on scaling your business or preparing for a transition, knowing the value of your company—and understanding how that value is determined—is critical.

But how do you begin?

Start With Value Consulting

A full-blown valuation can exceed 100 pages and may be necessary in cases like estate planning or IRS reporting. But that might be more than you need at this stage.

BatesCarter's Value Consulting engagement offers a smarter starting point. We provide a reliable estimate of your business's value **alongside expert analysis of what's driving that value—and how you can increase it.**


Our Proven Approach:

1. The Past is Prologue... Maybe

We begin with a deep dive into your company's financial history—typically analyzing 5 years of tax returns and CPA-prepared statements. This reveals hidden strengths, weaknesses, and strategic opportunities to enhance value.

2. Discretionary Expenses

We identify non-essential or inflated expenses that buyers would eliminate—such as above-market shareholder salaries or payments to non-working family members. Adjusting these reveals your company's true earnings power.





3. Non-Operating or Excess Assets

Excess cash? Investments unrelated to core operations? These can distort your company's value. We isolate these assets to give a clearer picture of what your business is really worth.

4. Working Capital Optimization

We help determine exactly how much working capital your business needs—no more, no less. This ensures you're not giving away value during a sale.

5. Capital Expenditures (CAPX)

What fixed assets does your business truly need to maintain operations? Quantifying realistic CAPX helps assess sustainable cash flows and supports a credible valuation.

Beyond the Numbers: What Really Drives Value

Valuation is more than spreadsheets. We assess key qualitative drivers that impact the sustainability—and salability—of your business

- **Products & Services:** Are you creating customer loyalty and recurring revenue?
- **Customer & Vendor Concentration:** Are you exposed to risk due to dependence on a few key players?
- **Key Employees:** Who are your essential team members? Are there contracts or incentives in place to retain them?
- **The Best Buyer:** Is your buyer a competitor, a private equity group, or a strategic investor? Understanding buyer profiles helps position your business for maximum return.
- **Deal Structure:** Will it be a stock or asset sale? Are there tax-efficient options? Should you consider seller financing or earn outs?



Your Next Step Starts Here

BatesCarter's Value Consulting gives you more than just a number. You'll walk away with:

- A credible estimate of your company's value
- Clear, practical insights into how that value is built—and how to increase it
- Expert guidance to inform your next move—whether that's growing, selling, or planning for succession

Typical Engagement Range: \$7,500 – \$12,500

Includes in-depth financial analysis, scheduled meetings, and deliverable reports tailored to your business.

