



NEWSLETTER



The 24-Month Countdown: The Decision That Defines Your Legacy

The thought of selling your business might feel far off, but for many owners, the next 24 months are the most critical period for maximizing value and securing a truly premium exit. This isn't just about cashing out, it's about defining the legacy you leave behind. If you wait until the last minute, you sell under pressure. If you act now, you build an irresistible asset.

The High-Stakes Choice: Preparation vs. Panic

In the next two years, you have a choice:

1. Preparation: Start today by identifying and strengthening your Value Drivers. This allows you to command the Premium Multiplier that buyers reserve for stable, transferable companies.
2. Panic: Wait until you need to sell, forcing you to accept market offers that ignore the hard-earned value of your business.

At Wright Business Advisors, we consistently find that the difference between a great outcome and a mediocre one is simple: Time and a clear plan.

The First Step: Know Your Score!

You can't fix what you don't measure. That's where the Value Builder System comes in. This quick, 10-minute online assessment scores your business across the 8 Key Drivers of Business Value, giving you the same perspective a sophisticated buyer would have. Your Score Today = Your Sale Price Tomorrow. Companies that score an 80 or higher on the Value Builder Assessment typically sell for 71% more than the industry average. Don't leave that money on the table!



Ready to take control of your legacy?

▶▶▶ Don't wait another quarter to find out if your business is truly ready for a premium sale. Get instant clarity on your business's true transferability and value potential with the Value Builder Assessment. You'll receive a confidential Overall Score, a personalized report, and a private debriefing session with a Wright Business Advisor to create your custom action plan.

