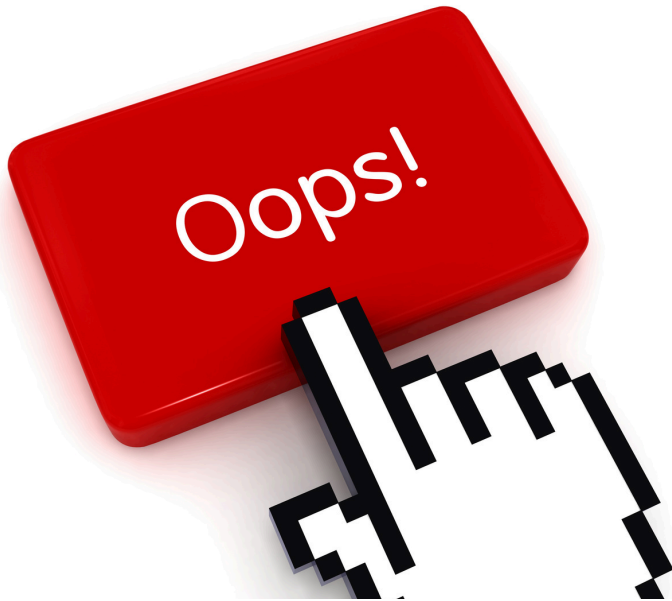




NEWSLETTER



5 Mistakes Trades Owners Make That Kill Their Sale Price

Trades Business Owners: Is Your Biggest Asset Ready for Sale?

If you own a specialty trades company (HVAC, plumbing, electrical, construction, etc.), you know your business is an asset built on skill, reliability, and hard work. But when it comes time to sell, the things that make you successful day-to-day can actually destroy your final valuation. We've compiled the 5 most costly mistakes we see trades owners make that cause deals to stall or valuations to plummet

✗ The Top 5 Value-Killing Mistakes

- **Waiting Until Burnout Hits:** Many owners wait until they are exhausted, leading to dips in performance and financials just before going to market. The best time to sell is on an upswing, not when you're ready to walk away.
- **Relying on "The Magic Rolodex":** If all key client relationships, estimates, and institutional knowledge live in your head (or your personal cell phone), buyers see a job, not a company. They will heavily discount a business that cannot run without the owner.
- **No Documented Processes (Systems):** Buyers don't buy skill; they buy repeatability. Lacking detailed operational manuals, HR policies, and repeatable project management systems makes your business look like a disorganized collection of talent.
- **Hiding Client Concentration:** If one or two large contracts account for over 20% of your annual revenue, buyers see massive risk. A diverse, loyal client base is far more valuable and commands a higher multiple.
- **Skipping the Pre-Sale Valuation:** Thinking you know what your business is worth is a gamble. Without a formal valuation, you lack the objective data needed to fix value leaks and negotiate confidently when an unsolicited offer comes in.



Ready to Fix the Leaks Before They Cost You Millions?

The good news is that these mistakes are fixable, but only if you identify them before you list. A complimentary, confidential valuation using The Value Builder System can give you a clear roadmap to de-risk your business, optimize your operations, and ensure you sell for maximum value. P.S. Whether you plan to exit in one year or ten, the planning you do today determines the size of your retirement fund tomorrow. Don't leave money on the table!