



THE BUSINESS VALUATION CLARITY WORKBOOK

A Practical Guide to Understanding What Your Business Is Worth—Before the Market Decides for You



This workbook is designed to be used *alongside* the workshop **“How to Understand What Your Business Is Really Worth—Before the Market Decides for You.”**

It is not meant to give you a final valuation number today. Instead, this workbook will help you:

- ✓ Think about your business the way a buyer or investor would
- ✓ Identify gaps that may impact valuation or leverage
- ✓ Clarify what matters most before your next strategic move

Use it to follow along, take notes, and capture insights you’ll want to revisit.



YOUR PERSONAL OUTCOME (THE “WHY” BEHIND THE NUMBERS)

Your business value should support the life you want—not the other way around.

Take a moment to think beyond the business itself.

If you exited your business in the future, what would you want life to look like?

Estimated monthly income needed post-exit:

\$

Estimated annual income needed post-exit:

\$

YOUR CURRENT ASSUMPTION (BASELINE)



Most business owners have a number in mind—even if it hasn't been tested yet.

Capturing your current assumption now will help you notice where clarity improves.

What do you believe your business is worth today?

Estimated value: \$ _____

How did you arrive at this number? (Check all that apply)

- | | |
|---|--|
| <input type="checkbox"/> Revenue multiple | <input type="checkbox"/> Advisor estimate |
| <input type="checkbox"/> Industry rule of thumb | <input type="checkbox"/> Prior offer or conversation |
| <input type="checkbox"/> Peer comparison | <input type="checkbox"/> Gut instinct |



VIEWING YOUR BUSINESS THROUGH A BUYER'S LENS

Buyers and investors don't evaluate businesses emotionally—they evaluate risk, return, and transferability.

As you follow along with the valuation discussion, capture your best assessment below.

Primary earnings metric likely used:

- Seller's Discretionary Earnings (SDE) EBITDA
- Unsure

Owner dependence:

- Low Medium High

Revenue predictability:

- Low Medium High

Margin confidence:

- Low Medium High

If you were buying this business, what would concern you most?

VALUATION RISK CHECK



Small gaps often create big valuation discounts during due diligence. Review each item honestly.

- Pricing clearly supports healthy margins
- Financial statements would hold up under scrutiny
- The business can operate without daily owner involvement
- Revenue streams are clearly documented and understandable
- Profit is predictable, not episodic

Which of these areas could reduce your leverage if questioned?



WHERE VALUE IS CREATED

Valuation increases are rarely about doing more. They're about focusing on the right levers.

Use the space below to capture where you believe value could be strengthened.

Profitability (pricing, margins, cost structure):

Predictability (cash flow, consistency, systems):

Transferability (team, documentation, owner dependence):



STRATEGIC READINESS CHECK



Answer honestly—this is for your clarity, not judgment.

How confident are you in your understanding of your business's value today?

1 2 3 4 5 6 7 8 9 10

How confident are you in your strategic options moving forward?

1 2 3 4 5 6 7 8 9 10

The biggest question I want answered next is:

PRICING ANALYSIS

Your Name

Company

Industry

Date

CURRENT

3 YEAR GOAL

EBITDA / SDE		
	1	MULTIPLE
CURRENT VALUE		



EBITDA / SDE		
	3	MULTIPLE
GOAL VALUE		
\$0		

**How much you need to sell for to retire the way you want*

[CLICK HERE TO COMPLETE YOUR PREDICATABLE PROFIT PLANNER](#)



PREDICTABLE PROFIT PLANNER

- 1 Profit Roadmap
- 2 Pricing for Profits
- 3 Marketing Profit Connection
- 4 The Right KPIs
- 5 Expand Wealth & Impact

Additional Dollars in Your Pocket When You Sell	3 Year Investment To Get You Ready For A Sale	Return On Investment

PRICING ANALYSIS

Company _____

Date _____

[Click here to Complete Your Own Pricing Analysis Worksheet](#)



List the Services that you Provide in Your Business	Sales Price	Mark Up

Service #1	What Position Delivers This Part of the Service	# of Hours They Need	Position Hourly Rate	Cost
DIRECT LABOR				
OTHER COST OF GOODS SOLD (COGS) TOTAL COST				TOTAL COST
TOTAL COGS				
COGS				
Merchant Fees (2.9%)				
Total COGS				
Gross Margin				
Marketing (10%)				
G&A (35%)				
PROFIT				

YOUR NEXT STEP

Clarity creates options. Options require informed decisions. If you would like help interpreting what you uncovered today—and understanding how buyers or investors would view your business—we invite you to schedule a complimentary Financial Strategy Session.

This session is designed to:

- ✓ Apply today's insights directly to your business
- ✓ Identify valuation risks and opportunities
- ✓ Clarify your best next strategic move

Schedule your complimentary Financial Strategy Session:

You've done the hard part—looking honestly at where you stand.

What you do next determines how much control you retain when the market



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Financial Clarity for Confident Growth

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