

1. Vision and Strategy

High value companies are...

- Widely known and fully supported
- Driven by a strong, consistent vision
- Emulated by their competition

2. Succession, Leadership and People

High value companies...

- Attract, building a great team that will operate well with the next owner
- Develop, investing in succession and strong leadership across essential roles
- Reduce risk, minimizing dependence on key personnel in all critical functions

3. Quality of Financials

High value companies...

- Generate robust reporting by broad variables based on an investor's view
- Optimize cash across the entire company
- Capture historical data and current trends

4. Operational Excellence

High value companies prioritize...

- Cost efficiency, reallocating spending on higher return opportunities
- Asset efficiency, optimizing their balance sheet and capital expenditures
- Functional excellence, driving superior performance in all areas that matter

5. Quality of Revenue and Growth

High value companies...

- Drive core growth, outgrowing the end market
- Reduce concentration, avoiding reliance on just a handful of clients
- Reduce dependency, driving revenue and growth with a complete sales organization, not just the founder

6. Tech, Data & Marketing

High value companies...

- Are driven by quantifiable data, not guesswork or tradition
- Thoroughly use tech to their advantage, including ERP, CRM and other enterprise tools
- Build and implement measurable efficiency advantages

7. M&A (if necessary)

High value companies...

- Pursue and complete acquisitions that are strategic and additive
- Strongly integrate acquisitions, with demonstrated growth post close
- Maintain a pipeline with actionable deal flow that can be taken advantage of post close