

8 Key Drivers That Determine the Value of Your Company

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Do you know the value of your company? As a business owner, you have substantial resources invested in your business. Whether you are thinking of selling now or just interested in building a valuable asset for the future, assessing the value of your company is an important first step.

The Value Builder System provides a value score, using a comprehensive assessment of 8 key drivers. Those drivers are:

- #1 – **Financial Performance:** Which help identify which areas of your business need attention.
- #2 – **Growth Potential:** If you have the opportunity to grow 30%, could you currently handle it?
- #3 – **Independence:** How dependent are you on any specific customers, vendors, or employees?
- #4 – **Working Capital:** Can you accurately predict your cash flow?
- #5 – **Repeat Sales:** This is very important. Do you have reoccurring revenue?
- #6 – **Monopoly of Control:** This driver measures pricing strength and uniquenesses of your products and services. What makes you special?
- #7 – **Customer Satisfaction:** How do you objectively measure your customer satisfaction?
- #8 – The last one is **Management Depth:** How integral are you to the business and would your management team stay in place if you were to sell your business?

When you complete the Value Builder questionnaire, you'll get an overall score, plus individual scores in these 8 key value drivers. You will also be compared to other companies in your industry.

SVA can help you interpret your score and determine ways to improve in these key areas. We invite you to take the complimentary online survey at sva.com/performance, and let SVA help you create an action plan based on your score.

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