

## 8 DRIVERS OF COMPANY VALUE



### Financial Performance

Your history of producing revenue and profit combined with the professionalism of your record keeping.



### Growth Potential

Your likelihood to grow your business in the future and at what rate.



### Switzerland Structure

How dependent your business is on any one employee, customer or supplier.



### Valuation Teeter Totter

Whether your business is a cash suck or a cash spigot.



### Recurring Revenue

The proportion and quality of automatic, annuity-based revenue you collect each month.



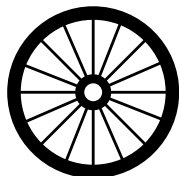
### Monopoly Control

How well differentiated your business is from competitors in your industry.



### Customer Satisfaction

The likelihood that your customers will re-purchase and also refer you.



### Hub & Spoke

How your business would perform if you were unexpectedly unable to work for a period of three months.