



Selling Your Business

A Practical Guide to a Successful Exit

An honest look, no emotion — what every owner should weigh before they sell.



Selling is one of the most significant — and least understood — decisions an owner ever makes. It's rarely about one thing, and it's never just about price. After 38+ years building, buying, and selling in this industry, the honest truth is simple: a well-run, well-documented business that can run without you is worth far more, and far easier to sell. These are the drivers that move your number.

— **Tim Coleman, Founder, Coleman Collaborations Consulting Group**

THE CORE VALUE DRIVERS

What moves the needle on price

1

EBITDA · Your Profit

Buyers pay a multiple of profit

Your true earnings are the foundation of every valuation — the #1 lever on price.

3

Clean Financials

Three years of clear books

Accurate financials and real job costing keep a deal alive through due diligence.

5

A Strong Team

Runs without you

A team that handles the day-to-day, and doesn't depend on the owner, earns a premium.

2

CRM & Customer Data

Your database is an asset

Every contact, quote, and job in one clean system proves the revenue keeps coming after you go.

4

Processes & SOPs

Write it down

Documented, repeatable steps make the business transferable — not trapped in your head.

6

Contracts & Repeat Customers

A predictable pipeline

Signed agreements and repeat relationships turn likely work into committed future revenue.

THE VALUATION · IT'S SIMPLE MATH

• Value = EBITDA × Multiplier

• Two Levers — You Control Both

• Bigger & Cleaner Earns More

OPTION 1 · \$250

Business Value Calculator

A one-hour working session in the Excel Business Value Calculator — analyze your business variables and see exactly how to lift your value.

OPTION 2 · \$750

3 Step Exit Plan

Three one-hour classes on the factors that drive business value — and a practical plan to improve each one before you sell.



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Ready to sell on your terms?

Start with the One-Hour Class, or commit to the 3-Class Series. Book your session at colemancollaborations.com.