

Positioning your business for **20-50%** higher value

The Corbett Keeling 'PRO Review': the first step in the sale or funding process

Business Sale 1

+75%
value uplift
achieved

Business Sale 2

+38%
value uplift
achieved

Business Sale 3

+60%
value uplift
achieved

Business Sale 4

+51%
value uplift
achieved

Business Sale 5

+34%
value uplift
achieved

Business Sale 6

+36%
value uplift
achieved

Business Sale 7

+65%
value uplift
achieved

Overview – how does a PRO Review help increase the value of a business?

Corbett Keeling's Positioning and Readiness Optimisation Review (the **PRO Review**) is a day long workshop designed to show private company owners how their business would be valued and to identify steps they could take to increase this valuation. It is the culmination of our 25 years experience selling UK lower-mid market* private companies.

We have found that most buyers, whether consciously or sub-consciously, value businesses in the same way. They start with a pre-conceived view of the value of likely future cash receipts, based on a multiple of profits and then modify that view – maybe unsurprisingly, downwards – as they learn more about the business.

In our experience we can, with a high degree of consistency, as evidenced by our recent track record (see to the left), position our clients' businesses such that buyers' initial expectations are transformed and, crucially, they feel they have to modify their initial view upwards and so pay full value. The first step for achieving this is our PRO Review.

The core component of the PRO Review is a one day workshop including your Board and our senior team, in which we together explore how buyers naturally view UK lower-mid market private companies in your sub-sector, how they might value your business today, and how you could modify buyers' views of your business to secure a 20-50% higher valuation in an exit

Process Outline – what does a PRO Review involve?

1. Standard Information Request
2. Pre-call with your Finance Director or equivalent
3. The Workshop – strategy day with your Board
4. Deliverables & Feedback
5. Continued Support

Deliverables – the first step in the value uplift process

1. Guide to the Factors of Business Value in your sub-sector
2. Output of Valuation Model
3. Value Enhancement Implementation Plan
4. Business Plan Template
5. Introduction to appropriate Value Enhancement Professionals including, for example, interim management experts
6. Due Diligence Information List
7. Information Memorandum Key Selling Messages and Preparation Checklist
8. Exit Process Guide / Checklist

* we define "lower-mid market" companies as those valued at £10-100 million.