

Preston's Gluten Free Foods Discover Report

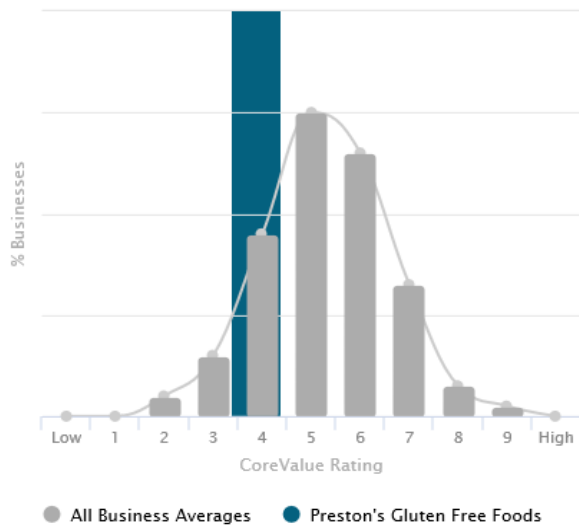
Name: Jon Preston
 Industry: Accommodation and Food Services
 Objective: Sell or Transfer
 Completed: Dec 17, 2018 04:39 PM

Potential Business Value
\$6,505,000

Value Gap
\$1.8M - \$3.34M

Based on the [answers you provided](#), we've identified multiple opportunities to unlock the potential for growth and value trapped inside your business.

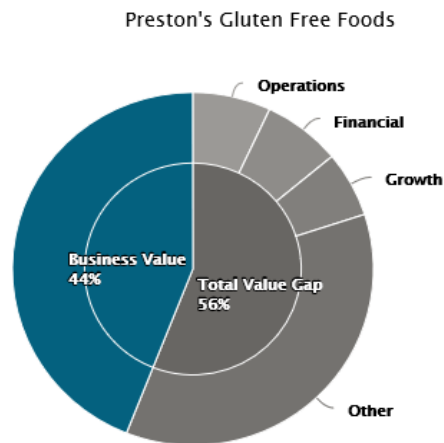
CoreValue Business Rating



CoreValue Business Rating

Your CoreValue Rating is an indication of how well your business currently aligns with best practices and standards. This chart compares your CoreValue score to the CoreValue score of other businesses. *The better the Rating, the better the alignment – and the greater potential to achieve business objectives.*

Growth and Value Opportunity



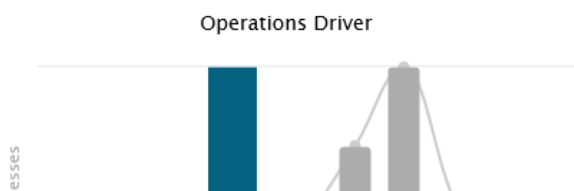
Value Gap

Your value gap represents the difference between what your business is worth today (Business Value) and how much it could be worth (Potential Value). In other words, how many dollars you are leaving on the table due to operation and market weaknesses. The full circle shown in this chart represents your potential business value. The data slices show how much is locked up in value gap. *The larger this gap, the less sustainable, profitable and transferable the business, and the harder it will be to successfully accomplish your objectives.*

How Does Your Business Compare?

Value Gap of Critical Drivers

These charts compare your growth opportunities with similar drivers in other businesses within your industry. *These three drivers are causing you the most pain. For the biggest "bang for your buck", focus on improving these drivers first.*



Potential Red Flags

Human Resources

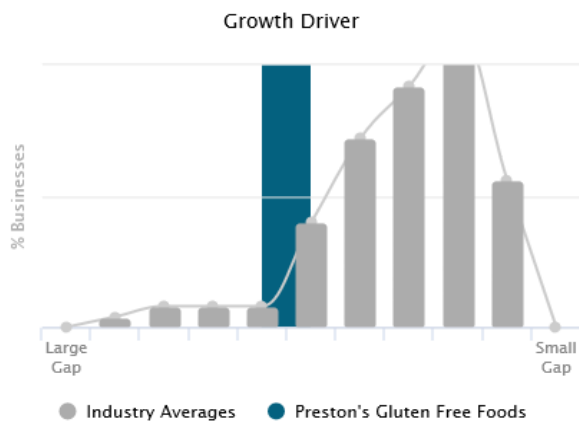
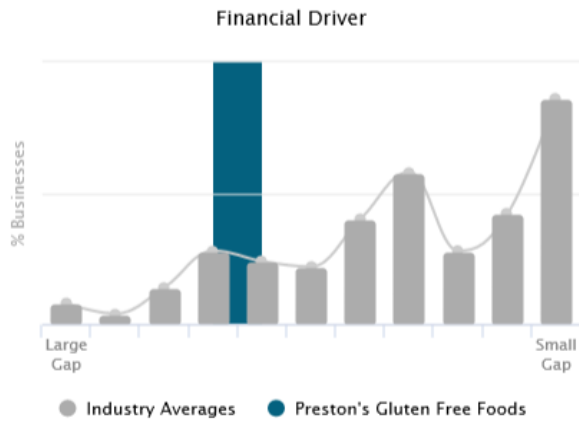
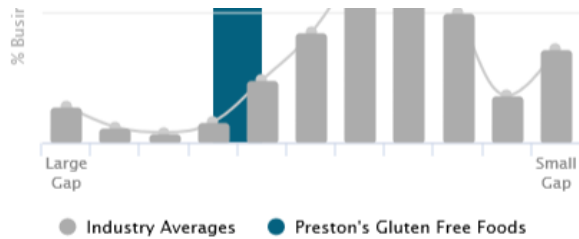
1 Potential Red Flag

The company must be able to efficiently and effectively attract, find, train, and retain quality employees.

Potential Red Flags

Red Flags are important issues or 'watch outs' that can negate all the value of your business and compromise performance. Here we list any drivers that we found are being compromised by red flag issues.

If an owner is trying to raise capital, hit growth targets, attract stellar employees or a buyer, these are the types of issues that will bubble



Employees of a buyer, these are the types of issues that will bubble up during due diligence and can compromise achieving one's business objectives.

Summary

Your Overall Score



Opportunities ahead...

The overall value status of your company is in fair condition. This is an indication of the strength of your business as an engine, its ability to perform, generate future revenue and profit, and meet your objectives. This status means you may encounter challenges meeting some of your personal and business objectives.

By focusing on and fixing those few Drivers creating most of the Value Gap, you will create the most value, drive the strongest growth, and most likely, *make running the business more exciting and fun.*

Selling or Transferring Your Business

Choosing to sell or transfer your business requires performing due diligence to get your house in order. Identify areas needing attention, remove red flags, close the value gap, populate the business vault, and prepare for a more valuable and rewarding sale.

How to Proceed

Since this is a high-level assessment, you'll need to dig deeper into your business to identify specific areas for taking direct action!

Next Steps



Discover

Congratulations! You have measured the potential value of your business, and uncovered the top three areas to build value. Next step:

Unlock Deep Dive Analysis

Dig deeper. We can provide you more detailed information about the health of your company's operations with our comprehensive two-hour assessment.

Executable Growth Plan

We'll help you create a roadmap to increase your company's value. At your pace, on your terms.

To learn more, click the 'Contact My Advisor' button below

Unlock your \$3.34M

Let's Go!

A notification will be sent to your advisor who will contact you with instructions on how to proceed.

Contact my Advisor

