Business Health & Value Report

See your potential health gaps.
Know your potential enterprise value.

This report will help you understand:

- What your business is worth
- Your value multiplier per your industry
- Health assessment per our propeller methodology
- Business value & growth roadmap tailored for you
- Value acceleration strategies

Requested by Propel Your Business for Axiom Partners

May 12th 2026

Propel Your Business

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Summary

Thank you for completing the Business Value & Health Assessment. We are confident you'll find the results interesting and useful. Our goal is to help you continue to build a business that is sustainable and scalable while maximizing your enterprise value. We look forward to supporting you on your journey to propel your business beyond expectations.

Contact Information

Company Name
Axiom Partners

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Company Information

Industry Category
Accounting

Employee Count
25

Revenue - Current Year (Estimated)
$7,000,000

Revenue - Last Year
$6,500,000

Profit - Current Year
$3,500,000

Profit - Last Year
$3,200,000

Growth Rate
20%

Revenue Per Employee
$280,000

Section One

Goals

When you build your business with an exit in mind, not only do you maximize your enterprise value, but your business also becomes easier to run. In this section, we are going to help you identify the following:

- A clear vision to share with the team and shareholders
- 5 year macro goal & plan that tie to your vision
- Key components in building a business for exit

Goals

Vision

My Exit Needs

When To Exit

5 - 10 years

How Much To Earn

$20,000,000

What I Think It's Worth Today

$4,000,000

My Own Identified Gap To Solve

$16,000,000

My Freedom Point

You want a business that gives you autonomy of time and an abundance of money. You'll use that to fund your freedom so that you can actively support a life outside of your business that truly excites you. The issue is that most owners don't know what it takes to maintain their lifestyle without their business.

You hit your FREEDOM POINT when you can sell your business for enough money to fully fund what's next in your life after taxes, fees, debts and other expenses. We can help you identify this number!

> **You started a business to create more FREEDOM in your life. The irony is that the more successful you become, the less FREEDOM you have.**

My Vision

By identifying a clear vision you can easily communicate with team members, partners and stakeholders. This will keep everyone aligned to set goals and make decisions in pursuit of the vision. Write your vision for your business in the next 5 to 10 years. If you struggle with this, don't worry; we can help!

Goals

My Plan

5 Year Macro Goals

No matter when you think you want to exit your business, it's important to have the next 5 years laid out. Complete the following table to get clear on your macro goals.

Macro Goals	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue	$	$	$	$	$
Profit	$	$	$	$	$
Employees					
Revenue by Employees	$	$	$	$	$

Potential Gaps

Think about where you are now and where you want to be. What are the three biggest restrainers that could ultimately hold you back from achieving these 5 year macro goals?

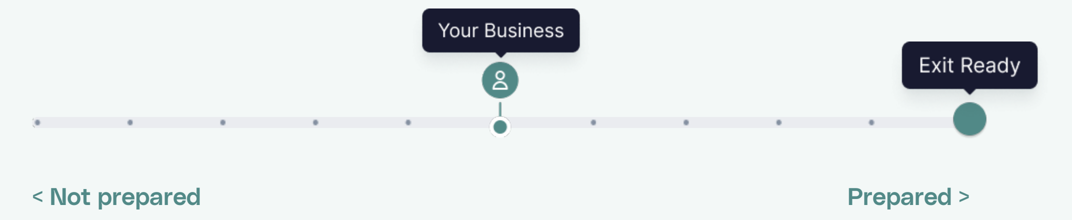
Fill in your answer below

Goals

Exit Readiness

Having your business be EXIT READY is protecting your biggest asset. It doesn't matter when you may want to sell or even if you have no desire to sell, you'll still receive major benefits by being EXIT READY.

Planned Exit Score



Why Be Prepared

When Opportunity Strikes

It's vital to be prepared. You never know when an opportunity may present itself. So often, owners are approached, and the value of the company is aggressively discounted by the potential buyer in the due diligence period because the business wasn't ready for exit. Don't put yourself in that position, and ensure you are ready to receive maximum value.

Enjoy Your Business

In most situations, businesses run the owners versus the owner running the business. When you build your business to be exit ready, you do things that help increase the quality of the business. This often leads to making it easier to run and allowing you to enjoy it more as well.

Beware of the 5 D's

You hope for opportunity and complete enjoyment in your business, but external factors can hinder your business. Potentially even for an involuntary exit at a minimal value. This can remove the freedom and legacy you're working so hard for. We refer to these external factors as the 5 D's. They are Death, Disability, Divorce, Disagreement & Distress.

Make Better Decisions

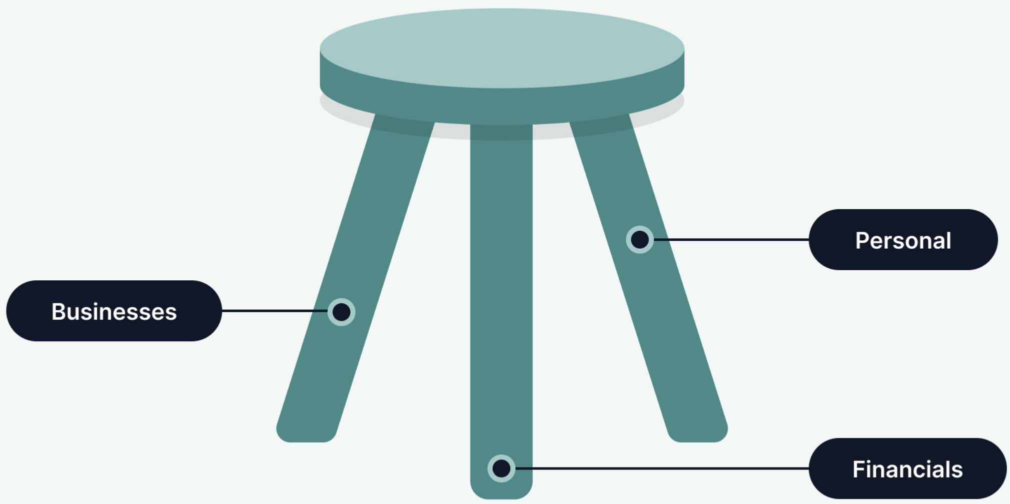
You'll undoubtedly make better decisions because you have an EXIT READY mindset with a clear vision and aligned macro goals in front of your team. When you understand your FREEDOM POINT, you know how much or little to invest at the right times for the business. If you don't commit and understand what size or scale you should build the business to, you'll find yourself creating chaos and diminishing profits as growth is expensive.

> **Nearly 50% of all business exits are involuntary and forced by dramatic external factors, and 79% have no plan.**
>
> \- Exit Planning Institute

Goals

How To Be Exit Ready

To become exit ready, there are 3 legs of the stool you'll need to be mindful of.



Business Ready

No different than removing the clutter and getting your house ready to sell on the market, your business needs the same TLC to attract and maximize your value at the time of selling. So often, owners share that after they've cleaned everything up in the business to get it ready to sell that they wish they would have done that while running it for the years prior.

It would have made the business easier, more enjoyable to run and would have most likely hit way less turbulence.

One of the biggest keys to getting the business ready and you should be doing this now, is to get it organized and make it scalable. The following list should be approached as soon as you can prioritize to take advantage of a well built business. Imagine, if you had these things, how much easier running your business right now might be?

- Ensure you have standard operating procedures, systems & workflows accessible, important policies as guardrails and nothing left in your head as the owner.
- Have all training and needed employee development documented and engaging so as you build a scalable organization chart, you have an easy way to bring that additional talent into the business.
- Clear leading indicators and metrics that need to be achieved by each department and role, this will allow you to flow your macro goals through the organization with just math to understand what is needed to achieve the desired performance.
- Be clear on the "use of funds" that you'll need to have allocated to build the vision you've laid out while ensuring your profit margin will hit what you want at maturity when it might be the ideal time to exit for you.

Goals

How To Be Exit Ready

Personally Ready

Business owners that sell without being fully ready often experience seller's remorse. Many owners are not prepared for the emotional impact of selling their business. If you want the best chance of being fully satisfied, it's important to work through some of the touchy subjects well before you sell your business. Some can include family relationships, personal self-worth, decisions on what to do with a sudden influx of wealth, or a glut of free time, health, and wellness. Here are three steps to start getting ready as an owner!

Step 1

Have a Clear Vision of What's Next After This Business

Step 2

Remove your identity from the business, you have so much more than just your business to be thankful for.

Step 3

Develop a plan to work yourself out of the business and enjoy the fruits of your labor.

Financials Ready

One aspect of this is to work with your team of professionals, most importantly your wealth advisor and tax advisor. It's vital that you have a clear plan of attack if you were to experience a large liquidity event. What most owners get wrong is they think they'll just pull that together quickly when the option presents itself. This is not ideal, most in this situation won't have time and will look back and regret when they realize how differently they would have done it if they could have been more proactive.

Generally, most financial planners estimate that 85-90% of the net worth of the average business owner is tied up in the business. Concentration of wealth is absolutely a problem that you want to solve if you can before your exit as you may make different decisions when the time comes. If you proactively build a plan, you'll have more peace of mind today and more options tomorrow. Here are a few tips to help you get started:

- Increase your amount of cash and liquidity.
- Keep your income producing assets separate from the business.
- Identify a trusted wealth advisor, run scenarios and document a plan.

Section Two

Health

When you build your business with an exit in mind, not only do you maximize your enterprise value, but your business also becomes easier to run. In this section, we are going to help you identify the following:

- Key areas that support your ability to scale
- A comprehensive health report for the business
- A growth roadmap tailored to increase the health of your business

Health

Summary

This health assessment measures the 6 key areas that will help you scale your business and ultimately increase your enterprise value.

Financials The lifeline of your business	60%	**Leadership** The heart of your business	35%
Sales Your ability to control revenue	65%	**Recruiting** The quality of talent you keep	50%
Marketing Your predictable growth engine	40%	**Productivity** Your guardrails for scale	60%

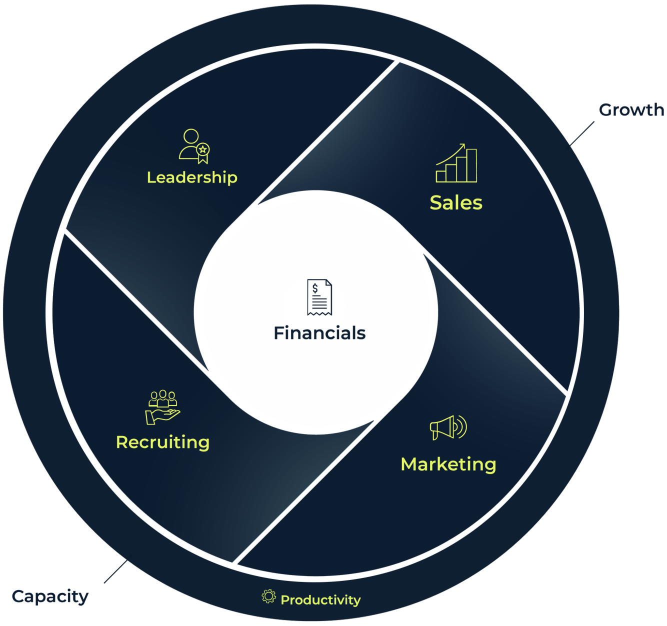
We want to help you propel your business beyond expectations. Below you'll find a propeller we use to measure the health of your business in the 6 key areas for scale. By understanding the gaps and opportunities in each area, you'll maximize your enterprise value. To do this, think of your business as an airplane taking flight to a destination, in this case, your vision.

Take the health scores above and imagine you board your business with a propeller that has a financial engine not strong enough to get there. That each propeller blade is a different size, not connected or working together. That the productivity casing that's holding everything together isn't strong enough. This is why your business may be hitting turbulence along the way. These same factors are what will increase your enterprise value.

Health Score

51.67%

62 out of 120



Health

Financial Roadmap

Financial Score — **60%** — 12 out of 20

Question 1 We have a clear pricing structure in which we analyze gross margin of our product or services produced on a frequent basis.	3
Question 2 Our revenue is predictable, recurring (subscription) or pre-contracted at appropriate levels per our industry standard?	2
Question 3 We have a 12 month micro cash flow and 5 year macro forecast for revenue, expenses, margin & profit.	3
Question 4 I review financial statements and then review and trend future financials with department heads monthly.	4

1 Never · 2 Sometimes · 3 50/50 · 4 Often · 5 Always

Build Your Roadmap

You cannot focus on everything all at once. Write out what specifically you would like to change in your business for this key area and prioritize what order you'll go in.

Below 60%

In this key area, you need to take action immediately. Failure to do so could be detrimental.

Between 60-80%

This key area is headed in the right direction but more work is still needed to maximize value.

Above 80%

This key area is built well, always room for optimization but first focus on lower performing areas.

Priority	Item	How will you change?

Health

Sales Roadmap

Sales Score 65%
13 out of 20

Question 1
We have a diverse mix of clients ensuring our top 5 clients represent no more than 20% of total revenue.
4

Question 2
We have a clear and effective sales process that converts leads to clients with tools, scripts and systems for high conversion.
3

Question 3
We have a clear breakdown of all sales metrics for tracking and forecasting plans within a CRM that ensures objectives are achieved.
3

Question 4
We have a strong sales team with an effective compensation structure and the owner(s) do not produce sales themselves.
3

1 Never · 2 Sometimes · 3 50/50 · 4 Often · 5 Always

Build Your Roadmap

You cannot focus on everything all at once. Write out what specifically you would like to change in your business for this key area and prioritize what order you'll go in.

Below 60%
In this key area, you need to take action immediately. Failure to do so could be detrimental.

Between 60-80%
This key area is headed in the right direction but more work is still needed to maximize value.

Above 80%
This key area is built well, always room for optimization but first focus on lower performing areas.

Priority	Item	How will you change?

Marketing Roadmap

Marketing Score — **40%** (8 out of 20)

Question 1	We have a clear & effective strategy to identify ideal client personas (ICP) and are able to target with the right offering.	2
Question 2	We have a lead distribution plan with all lead source goals and sales conversion metrics by source that we review monthly.	2
Question 3	We have a consistent marketing engine that achieves monthly qualified lead goals and we have ample opportunity in our market.	2
Question 4	We know our direct and indirect costs per acquisition by lead source for all client personas.	2

1	2	3	4	5
Never	Sometimes	50/50	Often	Always

Build Your Roadmap

You cannot focus on everything all at once. Write out what specifically you would like to change in your business for this key area and prioritize what order you'll go in.

Below 60%
In this key area, you need to take action immediately. Failure to do so could be detrimental.

Between 60-80%
This key area is headed in the right direction but more work is still needed to maximize value.

Above 80%
This key area is built well, always room for optimization but first focus on lower performing areas.

Priority	Item	How will you change?

Health

Leadership Roadmap

Leadership Score 35%
7 out of 20

Question 1
We have people responsible for each department and have contingency plans in place to avoid key person dependencies.
2

Question 2
We have effective leadership systems including annual reviews, team meetings, structured coaching events and accountability meetings.
1

Question 3
Our leadership team is highly skilled at situational leadership, effective meetings and know how to have healthy conflict.
2

Question 4
We have a performance culture in which our team members deliver consistent results which leads to strong employee retention.
2

1 Never | 2 Sometimes | 3 50/50 | 4 Often | 5 Always

Build Your Roadmap

You cannot focus on everything all at once. Write out what specifically you would like to change in your business for this key area and prioritize what order you'll go in.

Below 60%
In this key area, you need to take action immediately. Failure to do so could be detrimental.

Between 60-80%
This key area is headed in the right direction but more work is still needed to maximize value.

Above 80%
This key area is built well, always room for optimization but first focus on lower performing areas.

Priority	Item	How will you change?

Health

Recruiting Roadmap

Recruiting Score 50%
10 out of 20

Question 1 We have job descriptions and key performance indicators (KPIs) linked to a compensation plan for all roles in our company.	2
Question 2 We have an effective multi-person interview process that measures chosen attributes per role and converts top talent.	3
Question 3 We have a consistent recruiting engine that generates the number of candidates needed and at a profitable cost per acquisition.	2
Question 4 We have a strategy and plan that is documented and allows us to onboard and train all key positions within the company.	3

1 Never | 2 Sometimes | 3 50/50 | 4 Often | 5 Always

Build Your Roadmap

You cannot focus on everything all at once. Write out what specifically you would like to change in your business for this key area and prioritize what order you'll go in.

Below 60%
In this key area, you need to take action immediately. Failure to do so could be detrimental.

Between 60-80%
This key area is headed in the right direction but more work is still needed to maximize value.

Above 80%
This key area is built well, always room for optimization but first focus on lower performing areas.

Priority	Item	How will you change?

Health

Productivity Roadmap

Productivity Score — **60%** (12 out of 20)

Question 1	We have standard operating procedures (SOPs) documented and systems automated to support all departments of the company.	3
Question 2	We have technology customized and integrated within the company in which all employees are re-trained at an expected frequency.	3
Question 3	The owner(s) of the company are working on the right priorities for the business while not exceeding 50 hours per week.	3
Question 4	Majority of team members have the skill and ability to effectively plan, manage their calendar and maintain a strong work-life balance.	3

1 Never · 2 Sometimes · 3 50/50 · 4 Often · 5 Always

Build Your Roadmap

You cannot focus on everything all at once. Write out what specifically you would like to change in your business for this key area and prioritize what order you'll go in.

Below 60%

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Between 60-80%

This key area is headed in the right direction but more work is still needed to maximize value.

Above 80%

This key area is built well, always room for optimization but first focus on lower performing areas.

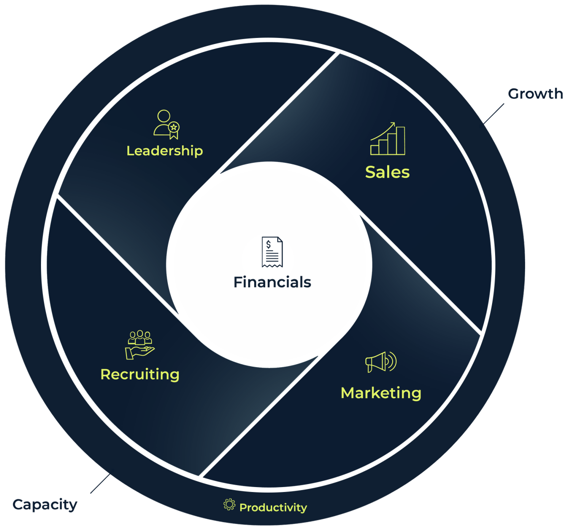
Priority	Item	How will you change?

Health

Your Plan

As you work to propel your business beyond expectations, we recommend that you go back through each skill roadmap. Take the top areas you identified to change and document them in your plan below.

You'll want to also prioritize this full list as you'll need to start with just a few.



Priority	Skill Area	Item	Additional Notes

Section Three

Value

When you build your business with an exit in mind, not only do you maximize your enterprise value, but your business also becomes easier to run. In this section, we are going to help you identify the following:

- A current value estimate for your business
- Your value benchmarked against your industry category
- Clarity on how to maximize your enterprise value

Value

Multiples & Valuation

Your Business Performance	
Industry	Accounting
Revenue	$7,000,000
Employees	25
Revenue By Employee	$280,000
Growth Rate	20%
Profit $	$3,500,000
Profit %	50%

Health Score	Assessment
Total Points Available	120
Your Health Score	62
Health %	51.67%

Multiples	Low	High	Average	Your Business
Revenue Multiples	0.62	1.64	1.13	0.85
Profit Multiples	1.97	7.18	4.58	3.71

Current Valuation	Low	High	Average	Your Business
Based on Revenue	$4,340,000	$11,480,000	$7,910,000	$5,931,333
Based on Profit	$6,895,000	$25,130,000	$16,030,000	$12,983,833

Your Business Valuation Equation	
Revenue	Revenue X High Revenue Multiple X Health Score
Profit	Profit X High Profit Multiple X Health Score

Remember, debt is often your responsibility when you sell your business, and you get to keep any operating or cash on hand. Ensure you factor both of those elements when trying to identify how much you stand to earn when selling your business.

When referencing the information on this page, please review disclaimers found on page 24.

Value Accelerators

The charts and figures below may help you understand some factors in accelerating your value. Each business and situation is different, so remember your business is only worth what someone is willing to pay for it. The health of the business must be focused on if you want to take advantage of these additional factors. Assuming you increase the health of your business, the next two factors to consider are who you sell to and how big will you get the organization before choosing to exit.

Type of Sale

Who your buyer is can absolutely dictate how much you might earn on the valuation provided. The scale below is only an estimate of what might take place, but can help illustrate why the more strategic type of sale can absolutely increase the amount you'll earn when exiting.

What Type of Sale	Estimated Increase
a. Family and friends	-25%
b. Sell to other shareholders	-10%
c. Internal / management buy-out	0%
d. Private equity / Family office purchase	15%
e. Strategic sale / Sell to competitor	25%
f. IPO	40%

Size of Business

The smaller the business, the more likely the business is owner dependent, which brings a much larger risk to the buyer. For this reason, we often see multiples and valuations increase based on the company's size. The graph below illustrates an example of what type of increases you may realize when selling.

Amount of Annual Revenue	Estimated Increase
< $5,000,000	0%
$5,000,001 - $10,000,000	10%
$10,000,001 - $25,000,000	15%
$25,000,001 - $50,000,000	20%
$50,000,001 - $100,000,000	30%
> $100,000,000	40%

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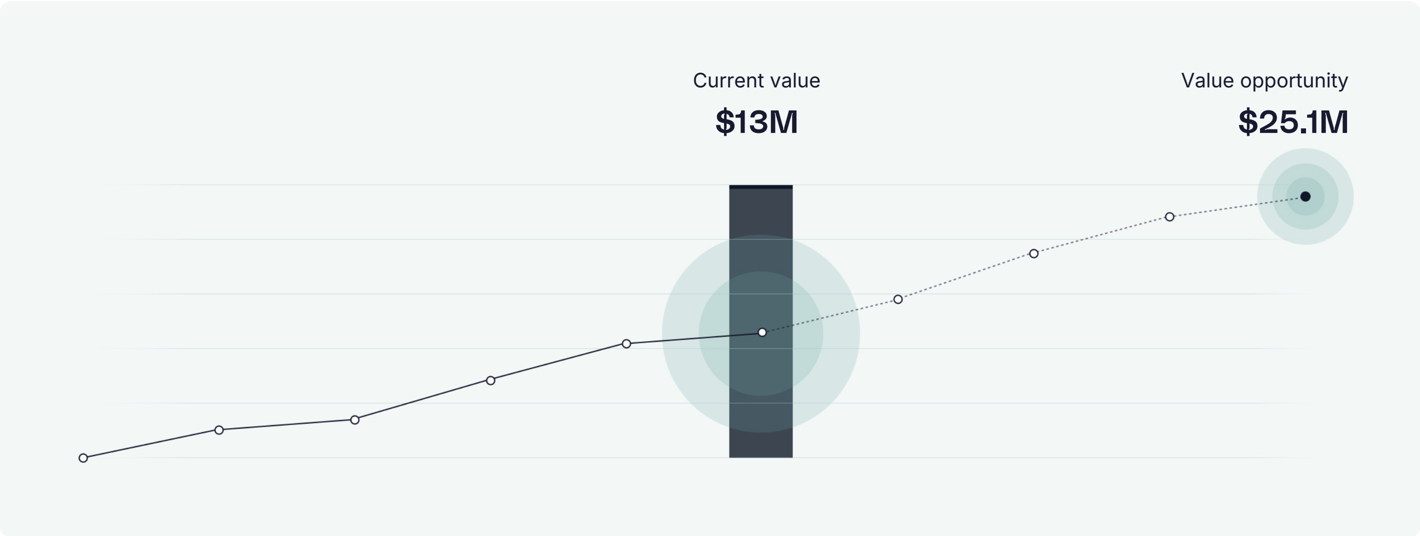
Value

Value Opportunity

As an owner, you must be intentional about where you invest and spend your time in the business. You have two important questions you need to ask yourself after reviewing all of the information provided in this assessment:

1. **How much is it worth for you to focus on the health of your business?**
2. **How much additional growth and scale do you need to achieve your freedom point?**



By working with Propel Your Business, you could increase the current value of your company without growing another dollar in revenue.

Estimated Value Increase at 100% Health	$12,146,167

Future Value Opportunity

Imagine what the opportunity and value could be if you were to increase the health of your business while also increasing profit. In the table below you can see how much of an increase you'll gain.

Increase Profit Value Calculator	Multiple	Total Value
	Desired Profit:	$14,000,000
High (Multiple X Profit)	7.18	$100,520,000
Your Business (Multiple X Profit)	3.71	$51,935,333

Estimated Value Increase
with Desired Growth at 100%

$48,584,667

Disclaimers

Not A Formal Valuation

In no way should this assessment be deemed as a formal valuation for your business. This assessment has been designed to provide information to entrepreneurs about the important factors involved when valuing a company. The amount shared is not a promise or guarantee of what you may earn if you choose to sell your business. The only real price you can expect is when you receive real offers for the sale of your business in the open market, as that is the real value of the company.

Good Measurement Tool

This is a great tool that will help you continue to measure your business and tighten up the needed levers to maximize your enterprise value. The factors asked in the health assessment are key elements that often have valuations discounted for business owners. In working with thousands of businesses and owners, we've seen firsthand the difference between how companies are run and how much difference it makes with buyers trying to discount a valuation because of these factors.

Valuation Multiples

The multiples provided were sourced by using CapitalIQ and ValuSource Market Comps provided by https://BVDataWorld.com. The data is summarized by pulling United States public and private M&A deals. The data was then compiled and had incomparable outliers (e.g., EBITDA multiples of 100x or 0.001X) pulled out to have more accurate summary calculations. We then categorized the SIC codes to produce the multiples by industry categories provided in the assessment. Each category distributes its average data and provides an ideal multiple you can use for information purposes only to understand more about how a value is calculated for a business. However, each industry category has specific industry segments in which the benchmarks provided may not be fully accurate. Therefore, it's best to always compare with others in your industry segment to have the best data possible.

Choosing A Multiple

The profit multiple is based on EBITDA from the transactions analyzed from the data. The revenue multiple is based on Sales from the transactions analyzed from the data. Both are important to understand as they both tell a story of what others have been able to sell their business for. If trying to identify which multiple to use, more commonly we see businesses trade on the profit multiple. However, many businesses are aggressively growing and spending to create growth. If this is your situation, you may be better off utilizing the revenue multiplier to have a better idea of what the business may be worth. Remember that you need to prove the use of funds so that you can show an adjusted profit to validate the revenue multiple.

A world made better by entrepreneurs