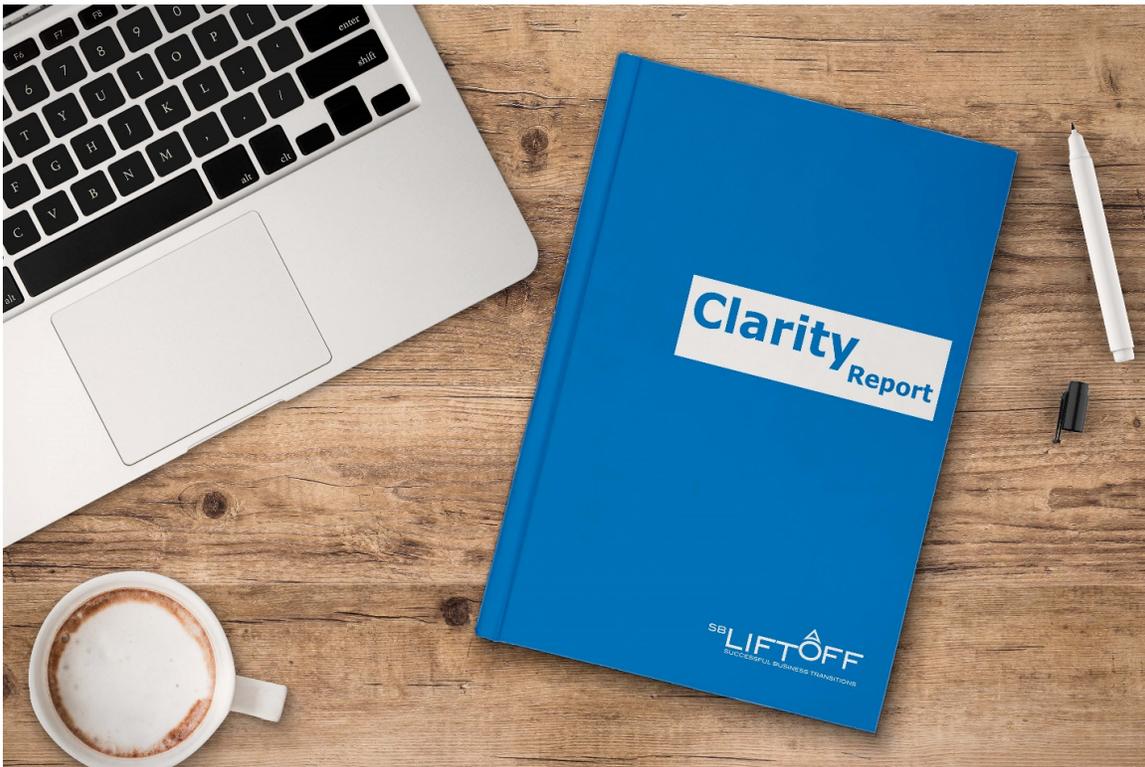


# SB LIFT OFF

SUCCESSFUL BUSINESS TRANSITIONS



*Eighty percent* of businesses will not sell...

Why? Because owners fail to take the critical steps required to ensure that their business is transferable.

In fact, most owners do not even know what their company is worth. So many owners fall for the EBITDA myth that makes its way around golf courses and dinner parties – that you can know the value of a business by taking earnings (before interest, taxes, depreciation and amortization) and multiplying it by 5. It might turn out that way. Then again that calculation could be way off.

Every business owner needs clarity on the transferable value of their business. It's a must have. "The way to get that clarity is to view the business from the vantage-point

of a potential buyer,” explains sb LiftOff CEO Sharon Heaton. “A Clarity Report from sb LiftOff can help avoid surprises, which can kill a sale.” Industry statistics show that only 20 percent of businesses listed for sale ever sell.

Our Clarity Report provides a snapshot of a company’s current value, its strengths, its challenges, and what opportunities for value enhancement exist. It provides an estimated transferable value of the business – what it could likely be sold for immediately – as well as delineates obstacles to sale.

“You’re the expert on your business,” explains sb LiftOff Vice President of Business Development Erik Haas, “but sometimes it’s hard to see the forest for the trees. Our Clarity Report gives you a solid, accurate, third party perspective that can illuminate your way forward.”

After receiving the Clarity Report, some owners choose to enhance the value and transferability of their company. The Clarity Report also helps owners know what transition options exist, allowing owners to select the one that best aligns with their business, financial and personal goals. Options can include running a more successful business with a higher market valuation, pursuing acquisitions, pivoting toward a smooth inter-generational transfer, continuing to own the business with new management in place, freeing the owner to work either part-time or functioning as an absentee owner, or selling to a third party.

If you don’t have clarity you can’t see what’s ahead, both risks and opportunities. Get clarity. Know your options. Increase the value of your business. Then ... lift off to your next goal in life!

Sharon Heaton  
CEO

# Forbes

Study Shows Why Many  
Business Owners Can't  
Sell When They Want To

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