

# Valuation Planning / Exit Strategy



*We deliver objectives*

**T**he needs of small and mid-size enterprises are as diverse, challenging and immediate as you will find in any other business segment. Due to the fast growing pace of this sector of the economy, these enterprises are constantly changing. They require new strategies to gain a competitive advantage or to expand into new markets. But along with growth and opportunities some unique challenges arise.

Beason & Nalley recognizes the challenges that face small and midsize companies like yours. Our practice concentrates primarily on serving this market, no matter what your industry or stage of growth. Whether you need to raise capital, explore financing alternatives or develop business and strategic plans to increase the value of your organization to stockholders, we have experience to work for you.

## What is the Valuation Planning / Exit Strategy Process?

It is all about goal setting. Once goals aimed at meeting personal objectives are established, the process of attaining those goals begins. The process involves actions over time by management, focusing the business towards achieving the goals set in the business plan. The entire process is permeated with education on the team concept, business value and creating a saleable company. At points throughout the process, appraisals or valuations are made of the company to determine not just value, but more importantly, change in value (hopefully growth).

## Guiding Principles for Valuation Planning / Exit Strategy

We believe certain guiding principles exist to focus our efforts for the valuation planning/exit strategy process. These principles include:

- *Planning vs. Luck.* We haven't seen luck work as well in business, so we focus on planning.
- *Beginning with the end in mind.* An overall objective must be set in order to develop a plan to achieve the end results.
- *The overall purpose is to eventually sell the business.* We believe a strategic goal is to sell within a planned timeframe rather than an unknown date.

## Components of Valuation Planning / Exit Strategy

- *Business Valuations*
  - Initial valuations
  - Quarterly review meetings
  - Annual updates
  - Periodic full valuations
- *Education*
  - Classes
  - B&N position paper
  - Company specific training
- *Planning*
  - Strategic planning
  - Goal setting
  - Business plan
  - Establish and utilizing Oversight boards
- *Action steps*
  - Working ON, not IN the business
  - Creating teamwork

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