



EXIT READINESS ASSESSMENT

PERSONAL OVERVIEW

PERSONAL FINANCES

BUSINESS FINANCES

BUSINESS SYSTEMS

MODERNIZED MARKETING



Your Name

Your Email (So we can send you a copy)

Your Cell Phone (So we can communicate)

Please complete the following assessment by clicking on the boxes to access the dropdown menu. Your **Exit Readiness Score** will be calculated automatically.

If you're curious about your **Exit Readiness Score**, or if you'd like to prepare your business for sale, please schedule a call with Frank Turner

559.210.4333





PERSONAL OVERVIEW

Disagree _____ Agree
1 2 3 4 5 6 7 8 9 10

I feel great about someone else owning and Running the business that I bled to build. _____

My spouse and family are in full agreement with selling the business. _____

I have a post-sale plan for my lifestyle, and am confident that I will be happy with what occupies my time. _____

My personal and business finances are not commingled in any way. _____

I have completely figured out the structure of the sale; Cash Sale vs. Seller Financing vs. Tax Implications. _____

1. ADD UP THE ABOVE SCORES: _____

2. Multiply your total by 2, divide by 100: _____ %

3. What is your **PERSONAL OVERVIEW** grade? _____
A, B, C, D, F



PERSONAL FINANCES

Disagree Agree

1 2 3 4 5 6 7 8 9 10

I am exceedingly confident that I will be able to exit my business with maximum dollars in my pocket. _____

I am confident that I know the optimum deal structure that maximizes my exit value. _____

I have a team of Advisors and Experts already assembled to help me maximize my exit value. _____

I have constructed a detailed exit plan with my Advisory Team. _____

After sale, I know exactly what I'll do with the proceeds. _____

1. ADD UP THE ABOVE SCORES: _____

2. Multiply your total by 2, divide by 100: _____ %

3. What is your **PERSONAL FINANCES** grade? _____
A, B, C, D, F



BUSINESS FINANCES

Disagree _____ Agree
1 2 3 4 5 6 7 8 9 10

I feel at peace about the financial condition of my business. _____

Right now, I am comfortable sharing the financial truth of my business with a potential buyer. _____

We currently disclose all the profits we can to the IRS in order to document the company's value. _____

We have prepared all the documents a buyer wants to see. _____

A buyer would eagerly pay top dollar for my business. _____

1. ADD UP THE ABOVE SCORES: _____

2. Multiply your total by 2, divide by 100: _____ %

3. What is your **BUSINESS FINANCES** grade? _____
A, B, C, D, F



BUSINESS SYSTEMS

Disagree _____ Agree
1 2 3 4 5 6 7 8 9 10

Our business has a solid and AI strategy, and we are confident we won't be left behind as the new tech takes over. _____

We use clearly communicated "Standard Operating Procedures (SOPs)" in our operation. _____

I know experts who can help us set up Systems & SOPs in the next year. _____

Our Leadership Development trains managers to excel in decision making so that the owner(s) direct involvement is not required. _____

I (the owner) am comfortable leaving for 60 days knowing things will be fine without me. _____

1. ADD UP THE ABOVE SCORES: _____

2. Multiply your total by 2, divide by 100: _____ %

3. What is your **BUSINESS SYSTEMS** grade? _____
A, B, C, D, F



MODERNIZED MARKETING

Disagree _____ Agree
1 2 3 4 5 6 7 8 9 10

Our business has a reliable and predictable REVENUE SYSTEM that consistently brings in new sales leads and turns them into new clients. _____

Our business can track and prove sales that originate from our promotional strategy. _____

We have a competent Social Media team who posts AT LEAST 5 times per week. _____

We have a steady digital lead-generation system that gives us a predictable flow of sales. _____

We have a consistent CUSTOMER FEEDBACK LOOP that helps us understand our customers'changing needs so we can confidently serve them for years to come. _____

1. ADD UP THE ABOVE SCORES: _____

2. Multiply your total by 2, divide by 100: _____ %

3. What is your **MODERNIZED MARKETING** grade? _____
A, B, C, D, F



Exit Readiness Score

Scores from previous sections:

PERSONAL OVERVIEW _____

PERSONAL FINANCES _____

BUSINESS FINANCES _____

BUSINESS SYSTEMS _____

MODERNIZED MARKETING _____

ADD UP THE ABOVE SCORES, divide by 5: _____ %

This is your **EXIT READINESS SCORE.**

And here is what it means ...



If your EXIT READINESS SCORE is under

60%

You're simply not ready to sell your business. You have work to do. It's a smart idea to hire an exit specialist or work with an experienced Business Broker.

If your EXIT READINESS SCORE is between

60% and 80%

You're in pretty good shape. But you need to polish things up. Remember ... you only get ONE SHOT at selling your business, so it's imperative that you do your very best to strengthen your Exit Value.

When your EXIT READINESS SCORE is above

80%

You're ROCKIN' it. Let's polish things up and get your business listed!



EXIT ACTION PLAN

- 1. Identify Weaknesses**
- 2. Assign Responsibility**
- 3. Assign Solution Due Date**



EXIT ACTION PLAN

PERSONAL OVERVIEW

Most Pressing Priority:

- **Who is Accountable?**
- **How Can They Help?**
- **When is Solution Due?**
 - Month/Day/Year

PERSONAL FINANCES

Most Pressing Priority:

- **Who is Accountable?**
- **How Can They Help?**
- **When is Solution Due?**
 - Month/Day/Year

BUSINESS FINANCES

Most Pressing Priority:

- **Who is Accountable?**
- **How Can They Help?**
- **When is Solution Due?**
 - Month/Day/Year



EXIT ACTION PLAN

BUSINESS SYSTEMS

Most Pressing Priority:

- **Who is Accountable?**
- **How Can They Help?**
- **When is Solution Due?**
 - Month/Day/Year

MODERNIZED MARKETING

Most Pressing Priority:

- **Who is Accountable?**
- **How Can They Help?**
- **When is Solution Due?**
 - Month/Day/Year

Next is a 1-Page Summary of your top priorities, along with who will help solve the issue, with a due date for proper execution.

Save this page and send it to your team.

Once these issues are being resolved, go through the same process with the next priority until you feel comfortable enough to pull the trigger on selling your business.

Priority	EXECUTION
PERSONAL OVERVIEW	WHAT: WHO: HOW: WHEN:
PERSONAL FINANCES	WHAT: HOW: WHO: WHEN:
BUSINESS FINANCES	WHAT: WHO: HOW: WHEN:
BUSINESS SYSTEMS	WHAT: WHO: HOW: WHEN:
MODERNIZED MARKETING	WHAT: WHO: HOW: WHEN:



Parting Thoughts

Selling your business is your shot at the gold ring.
And, very likely, it's your ONLY shot at the gold ring.

With as much emphasis as I can conjure through these words, PLEASE exercise wisdom and plan your exit properly, with strategy and purpose.

Of course, it's your life and your business, and it is therefore your prerogative to do whatever the {*\$!} you want. But proactive planning gives you an amazing opportunity to maximize your payday on the business you bled to build.

Maximizing your exit value is really hard. If you do it right, the next few years will likely require:

- More time than you have.
- More patience than you thought.
- More resources than you planned.

But the prize justifies the ride.

In my world, those who exit their companies are HEROES.

The journey through which you built your business hasn't always been glorious. It has been strewn with blood, and pain, and setback after setback. Yet, you overcame. You conquered. And ... finally ... It's YOUR TURN for the gold ring.

- **Frank Turner**
559.210.4333