



October 6, 2022

<<First Name>>,

Selling or buying a business may be the biggest financial decision of your life.

Over the years, we've assisted many clients through major transitions in business ownership, both on the buy side and the sell side. In the past couple of months, we've had three new clients sell their privately-owned businesses with a few more in the works right now.

One of the key factors for a successful deal is accurately valuing the business.

However, a big transaction isn't the only time you might need to assess the value of your business. You may need debt or equity financing for expansion or due to cash flow challenges, in which case potential investors will want to understand what it's worth.

You may be adding shareholders or partners, or may need to sell the business due to retirement, health, divorce, or for other family reasons.

Whatever the reason, performing a proper business valuation will help you set an appropriate price.

The 3 primary methods to value your business are:

- 1. **Asset-based approaches**
- 2. **Earning value approaches**
- 3. **Market value approaches**

These 3 take into consideration the assets of the company, the cash flow and discounted future earnings, and the value of comparable companies that have recently sold.

We highly recommend you engage a professional team whenever it's time to make a big transaction involving your business.

Having a fiduciary team in your corner protecting your interests will help you make better decisions.

If you are considering a big financial decision like this or simply want to discuss your personal financial strategy, [Click here to talk to our Team.](#)

Sincerely,



Certified Financial Fiduciary®

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"One of the best kept secrets in the financial world. Pacific Capital never stop getting better and outworking their competition. It's been exciting to work with them in many different capacities."

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