Identifying Value Gap$
Today’s Presenter

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Certified Family Business Specialist
26 years of Financial Services Experience
President and Founder of Triumph Wealth Management, LLC
Why Value?

Net Worth without Business: $3,708,051

- Cash and Checking
- Life Insurance Cash Values
- Bonds and Stocks
- Real Estate
- Limited Partnerships
- Retirement Plans
- Residence(s)
- Personal Property
- Other
Why Value?

This Business is 70% of the Owner’s Net Worth

...assuming he/she can monetize
Determining Value Gap

Buckley Dealerships Discover Report

Name: Buck Buckley
Industry: Transportation and Warehousing
Objective: Sustainable Growth
Completed: Jan 15, 2021 11:02 AM

- Enterprise Value: $13.2M
- Potential Business Value: $27.7M
- Value Gap: $10.2M - $18.9M
Determining Value Gap

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Master Planning as a Business Owner

3 Legs of the Stool

- Personal Financial Planning
- Maximize Business Value
- Life After Business Planning
Personal Finances
- Do I have enough?
- Where will my income come from?
- What about taxes?

Business Value
- What is it worth?
- How can I maximize value?
- Is it transferrable and to who?

What’s Next
- Who will I be?
- What will I do?
- Am I ready?
Value is all about Transferability.

“Focusing on Value produces all other positive outcomes.”

-Christopher Snider, Walking To Destiny: 11 Actions An Owner Must Take To Rapidly Grow & Unlock Wealth
Value Acceleration Model

DISCOVER
- Business Valuation
- Assess Personal Financial Business

PREPARE
- Prioritized Action Plan
- VALUES
  - Personal & Financial Planning
  - Business Improvements
- DE-RISKING

DECIDE
- Assemble Proof
- Prepare Master Plan

KEEP
- Grow or Exit?
- Owner much more educated here

SELL
- Go to Advanced Value Creation
- Initiate Selected Transaction Program

Key Milestone:
- This De-Risking stage is designed to be completed over two to six months to ready the business and the owner for transition. The Strategic Framework should be used if the goal is longer term strategic growth.

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Value Acceleration Model

**Discover**
- Business Valuation
- Assess Personal Financial Business
- Prioritized Action Plan

**Prepare**
- Values
  - Personal & Financial Planning
  - Business Improvements
- DE-Risking

**Decide**
- Assemble Proof
- Prepare Master Plan
- Grow or Exit?
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**Keep**
- Go to Advanced Value Creation

**Sell**
- Initiate Selected Transaction Program

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DECIDE
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5 Stages of Value Maturity

Exhibit J: The Five Stages of Value Maturity
Ready for a Value Gap Report?

Contact Nathan Brinkman at Nathan@triumphwealth.com
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