



BENJAMIN F. EDWARDS®
INVESTMENTS *for* GENERATIONS®

INVESTMENT BANKING

Business Owners:

Do You Know the Value of Your Business?

Knowing the value of your business and knowing the drivers of value are critical to every business owner.

While business owners think they know the value of their business, many either underestimate or overestimate the market value. According to a study by MassMutual, a typical business owner misjudged the value of their company by 59%.

While many business owners do not know what their business is worth, they should. Knowing the value of the business and knowing the factors that determine value are critical when considering the sale of a business. The transition of a business represents one of the single most important financial decisions an owner will ever make.

In addition, one of the greatest hurdles to completing a successful sale is meeting the seller's value expectations, which can sometimes be higher than what the business

may justify. It is important for a business owner to know what the reasonable market value of the business is so that an owner doesn't waste time, money and resources going through a sale process that has a low probability of succeeding.

There are many elements that determine market value, including company performance, industry growth dynamics and current conditions within the financing markets. It is wise to consult with outside experts such as an investment banker, accountant and attorney.

The Investment Banking team at Benjamin F. Edwards can help you value your business. We are client focused and work with middle-market business owners to successfully sell their businesses.

2018-2082 Exp. 12/31/2020 Member SIPC

Benjamin F. Edwards' Investment Banking team specializes in selling middle-market companies.

Investment Banking Team

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