

# DISCOVER THE MARKET VALUE OF YOUR BUSINESS IN TODAY'S ECONOMY

## ▶ 3 Reasons to Commission a Market Value Assessment (MVA)

- 1 Plan.** An assessment provides the opportunity to get your financial house in order. It reveals value gaps that may need to be improved for you to receive maximum value for your company.
- 2 Proposals.** If acquirers are approaching you with proposals for purchase, you need to know where their offers should fall. How much are you being undervalued, 20%, 30%, or even 50%? Engaging in an MVA will help you move forward with confidence.
- 3 Prepare.** Even if you are years out from a partial or full exit, an assessment that includes an annual update positions you in a "ready" state. Scrambling into a sale can place you in a weak negotiation position while being prepared provides the leverage needed to capture full value.

## ▶ The CRI Capital Advisors MVA Difference

- **Narrow vs. Broad Potential Offer Range.** A broad offer range constructed on static financial models does you little to no good. CRI Capital Advisors focuses on a tight and narrow range built on actual market intelligence to provide clarity and precision.
- **Research vs. Guesswork.** Employing sophisticated research tools within the market allows CRI Capital Advisors to dive deeper into your industry. Pitchbook, GF Data, IBIS World, and more allow our team a level of accuracy that others are unable to attain.
- **Manual vs. Automated.** Automated assessments have no place with CRI Capital Advisors. We choose to invest our time in our clients by providing exclusive service, customized to fit your business' needs. CRI Capital Advisors chooses not to use a software system to autogenerate your assessment. Instead, we manually research and develop your market assessment results to incorporate more of what your business is really about.

## ▶ Your Custom MVA Includes:

- 1 Acquisition Activity in Your NAISC Code Market
- 2 Cash Free/Debt Free Analysis
- 3 Custom Built on Reliable Data-Driven Measures
- 4 Industry Trends and Insights
- 5 Market Value Strata
- 6 Sale-Ability Review
- 7 Value Gap Solutions
- 8 Value Range