



The Exit Readiness Checklist

25 Questions for owners who want to beat the odds and successfully sell their business



MICAH BRANDENBURG

Are you ready to own your exit?

Give yourself a 1-4 rating on the following questions:

From "1" = I need help to "4" = This is going perfectly

		I NEED HELP		THIS IS GOING PERFECTLY	
1	I have a clear understanding of the steps involved in selling my business?	1	2	3	4
2	I know how to add a Million dollars or more to my exit price before I sell?	1	2	3	4
3	I know the 7 different buyer types and have identified which one is right for me?	1	2	3	4
4	I have a strategy in place to cultivate relationships and offers from my ideal buyers?	1	2	3	4
5	I have an up-to-date Operating agreement in place with buy-sell triggers and valuation methods listed?	1	2	3	4
6	I've identified the key individuals in my business who would adversely affect my business if they left?	1	2	3	4
7	I've completed a 3rd party assessment of the value of my business within the last 12 months?	1	2	3	4
8	I have a business model that involves recurring revenue or annual contracts with all of our clients?	1	2	3	4
9	I have a clear vision that is known and shared by all employees.	1	2	3	4
10	My core Processes are defined and followed by all employees.	1	2	3	4
11	I make decisions based on data and have reporting in place to enable key decisions.	1	2	3	4
12	I have a clear accountability chart/organizational chart in place so all employees understand where they fit in.	1	2	3	4
		I NEED HELP		THIS IS GOING PERFECTLY	

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13	I have clear role descriptions so all employees understand what is expected of them.	1	2	3	4
14	I have a regular, planned cadence of communication between each employee and their manager.	1	2	3	4
15	I survey our employees at least 1x a year on their satisfaction.	1	2	3	4
16	I have no singular customer that contributes greater than 10% of our annual revenue.	1	2	3	4
17	I know our customer lifetime value and make decisions to acquire new customers in harmony with it.	1	2	3	4
18	I survey our customers to know if they are satisfied with our products and services.	1	2	3	4
19	I review our financial statements each month as a team?	1	2	3	4
20	I know what the average revenue growth is for our industry and how we compare?	1	2	3	4
21	I know what the average EBITDA % is for our industry and how we compare.	1	2	3	4
22	I know the range of EBITDA multiples that our industry sells at and where we would fall on that range?	1	2	3	4
23	I know the difference between what I would sell at and what the best-in-class companies in my industry sell at?	1	2	3	4
24	I know the price I need to sell at to fund retirement or my next venture?	1	2	3	4
		I NEED HELP			THIS IS GOING PERFECTLY

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25

I have a plan for how to spend my time after I sell my business.

1

2

3

4

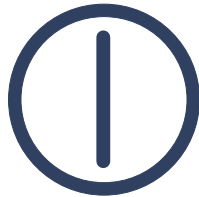
Total=

If you scored...

- 90+ You're ready to sell
- 80+ You need some help to close the gap and exit on YOUR terms
- 75 or less: Your business won't sell as it is today— let's change that

**What if you could tackle the right issues faster,
execute better, and make real progress towards
selling your business in the next 12 months?**

That's what our Own Your Exit program is all about.



If you want to learn more about our Own Your Exit program and hear how other business owners are securing their future, click on the link below to setup a brief 30m call to find out more.

[SCHEDULE AN INSIGHTS CALL](#)



I'm Micah Brandenburg and over the last 15 years I've grown 8 companies that have generated over \$300,000,000 in revenue. I've served 378 clients and created 2.1B in value for them. I have a unique perspective of how business works that comes from serving as a COO, a CRO, and CFO in my entrepreneurial career.

I've also had my share of challenges that don't make it onto my resume:

- Loving my company but hating my role
- Struggling in knowing how to lead and manage people
- Putting in long-hours that kept me from investing in my family
- Not having the time to enjoy life outside of business

If you're a business owner or Entrepreneur who needs to exit your business successfully let's talk. I'd love to help you make tangible progress in the next 90 days.



MICAH BRANDENBURG

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