

The VOP® is a comprehensive business assessment & strategic valuation tool designed to enhance business performance and significantly increase business value.

Through a comprehensive assessment, covering 50 categories, linking results to a calculation of value, our firm, along with your senior management team, can customize an implementation plan with advanced visibility of impact on total value.

Through its dashboards, and through the recommendations in its proprietary “Roadmap to Maximizing Business Value,” the VOP® quantifies opportunities to improve value by as much as 80% to 100%, independent of revenue or earnings growth.



## BECOME A VOP® CERTIFIED COMPANY

Empirical research indicates that public companies are often valued as much as 5 times higher than “comparable” private companies. Much of that value disparity is available to private companies, if they simply know how to capture it. Best of all, the methods are easier, more impactful, and more sustainable than purely trying to grow sales or expand margins.

**Ask your VOP® Certified Practitioner how you can maximize value and become a VOP® Certified Company.**



**Business Wealth Solutions<sup>SM</sup>**  
*Make your business work for you*

Visit our website to learn more at  
[www.bwsllc.net](http://www.bwsllc.net)

**Methodically, Measurably, Maximizing Value...**  
**It all begins with a VOP®.**



## The VOP® VALUE OPPORTUNITY PROFILE®

Your Roadmap to Maximizing  
Business Value

Business owners must think differently today to

## MAXIMIZE FUTURE VALUE

**The founder of the VOP®, supported by empirical research, believes that most private business owners never come close to maximizing the value of their businesses, purely because they aren't aware of the many factors that drive business value in the eyes of potential investors or acquirers.**

Recently, several renowned experts conducted research that examined the differences in business values between public and private companies. They concluded that, on average, a public company with no debt might be worth five times the value of a “comparable” private company.

At our firm, we recognize why and we know how to help you reduce the gap.

When companies prepare to go public, they are guided to undergo many fine-tuning changes to maximize their value upon entering the public markets. Some of the changes are mandated by laws and regulations, while others are purely part of market expectations. All of the improvements, however, are designed to minimize the risks of investing in that company which, in turn, maximizes value.

We decided that business owners shouldn't have to go public in order to get the guidance they need to maximize their business value. They should have a dedicated resource available to them, as private companies, so no matter what corporate transactions they decide to pursue, or when they decide to pursue them, they can do so from a position of maximum value and strength. We created Corporate Value Metrics to be that dedicated resource.

**Our primary tool, the Value Opportunity Profile®, provides a cost-effective way to identify, prioritize, and implement initiatives that can increase business value by 80% to 100%, independent of revenue and earnings growth, over a 2–5 year period.**

## WHY SHOULD BUSINESS OWNERS CARE?

- » During the next 20 years, private markets will be inundated with businesses for sale, leading to more supply than demand. As a result, valuations will suffer and only the best-of-class companies will sell at any significant value;
- » Research conducted by Pepperdine University indicates that, in the lower middle market, there is a 40% failure rate on businesses trying to exit, and the majority of the 60% that succeed include seller concessions;
- » The primary reason for such high failure rate, or seller concession, is a gap in value expectations between the seller and the buyer; and
- » By being proactive with a roadmapping process, business owners have better opportunities for long-term sustainable, profitable, growth, through more manageable methods, with greater margins, reduced cost of capital, and greater appeal to outside investors.

*“Roadmap to Maximizing Business Value”*

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