



What's Your Business Really Worth?

Your home is a reflection of you. Your taste. Your values. Your desire to grow. When you walk into someone's house, you can get a pretty good feel for what's important to them.

If you've ever built a home, or even just renovated one, you know it's more than a project. It's a process. You start with a vision. You make thousands of decisions. You invest time, money, and energy. And when it's done, it's not just a structure, it's a reflection of who you are.

That's what building a business feels like.

You've laid the foundation. You've weathered storms. You've added on, torn down, and rebuilt. You've made it your own. So when it comes time to sell, it's only natural to feel like it's worth more than any outsider could possibly understand.

But just like a home, your business will ultimately be valued not by what it means to you and your family, but by how it performs for someone else.

The *Emotional Gap* Between Builder and Buyer

Founders often approach valuation the way a homeowner might approach selling their dream house. You remember the sweat equity. The late nights. The risks you took. The wins you earned. But buyers are looking at different things:

- Is the structure sound?
- Are the systems modern and efficient?
- Can it operate without the original builder?
- How does it compare to others on the market?

Understanding this difference in perspective is key. Because while your emotional connection is real and valid, the market values reliability, scalability, and return on investment.

Three Ways to Strengthen the Value of What You've Built

1. Clean Up the Foundation

Buyers want to see clean, consistent financials, just like a homebuyer wants to see a solid foundation. If your books are messy or overly reliant on personal discretion, it raises red flags.

- Standardize your reporting.
- Separate personal and business expenses.



- Normalize earnings to reflect true profitability.

Think of it like staging a home: the cleaner and clearer the picture, the more confident the buyer.

2. Make It Move-In Ready

If your business can't run without you, it's like a house without plumbing. Build a leadership team, document your processes, and reduce key-person risk.

- Who owns the customer relationships?
- Can your team make decisions without you?
- Are your systems scalable and repeatable?

In family-run businesses, key relationships often live with you, the founder. That includes vendor trust, employee loyalty, and even customer connections. A strong succession plan not only reduces key-person risk, but also protects the relational capital your family spent years cultivating.

3. Understand the Market

Even the most beautiful home won't sell above market rates. A professional valuation helps you understand what similar businesses are selling for, and what you can do to increase your asking price.

- What multiples are typical in your industry?
- Are strategic buyers active?
- Is now the right time to sell?

Getting a valuation 3-5 years before you plan to exit gives you time to improve the metrics that matter most.

When It's Time to Hand Over the Keys

You've spent years, maybe decades, building something extraordinary. But when it comes time to sell, the value isn't just in what you've built. It's in how well it stands on its own.

Valuation isn't about reducing your business to a number. It's about telling the story of its strength, people, systems, and future potential.

Just like a great home, the better it's built, and the more ready it is for someone else to live in, the more it's worth.

Lots of homes built today are spec homes with cookie-cutter floor plans. What actionable things can you do today to make your "custom home" stand out on the street?



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Posted on August 27, 2025