

# Fast and Reliable Business Valuations

Add value to your year-end reports with **PriceBuilder**.

## What is PriceBuilder?

PriceBuilder is a DIY business valuation software for Mainstreet businesses.

We partner with Accountants to make it easy for business owners to determine the value of their business.

## How it Works



Enter your client's income statements for the past 3 years.



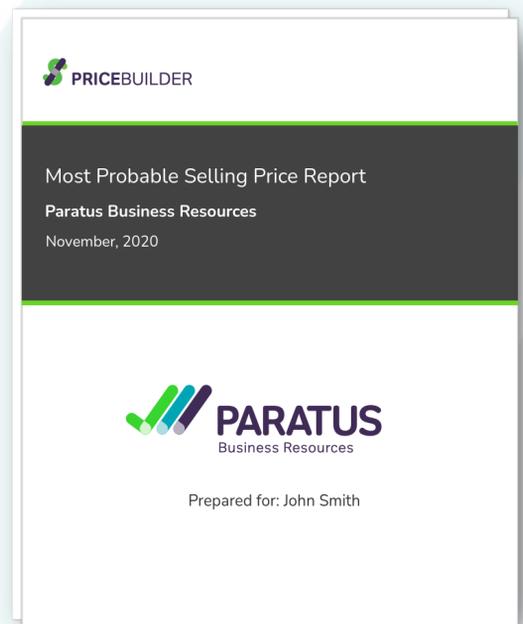
Built-in tools help you determine EBITDA and Seller's Discretionary Earnings.



PriceBuilder accesses its transaction database and calculates a business valuation.



Send the PriceBuilder report directly to your client.



*In under an hour, you can create PriceBuilder Reports for your clients*

# How PriceBuilder Benefits Your Clients

PriceBuilder reduces the cost of business valuations, which can cost over \$5,000 per report.

This is a significant expense for small business owners, preventing them from knowing the value of their business.

At \$100/report, PriceBuilder is a fraction of the cost. This allows business owners to:



Calculate the value of their business



Help them plan for retirement



Benchmark their business within their industry



Work with their Accountant to identify opportunities to improve their business

## What does it cost?

PriceBuilder is \$100 USD per month or \$1,000/year. PriceBuilder can make a great addition to your client's year-end financials.

# 1. Enter values from the Income Statement

Please fill the below table in the exact same format as the income statement provided to you by your accountant

Line Item	🗑️ ⋮	2019	🗑️ ⋮	2018	🗑️ ⋮	2017
☐ Sales		\$ 462,835		\$ 518,261		\$ 515,327
<b>Total Revenue</b>		<b>\$ 462,835</b>		<b>\$ 518,261</b>		<b>\$ 515,327</b>
☐ Cost of Goods		\$ 331,084		\$ 368,868		\$ 303,408
<b>Total Cost of Goods</b>		<b>\$ 331,084</b>		<b>\$ 368,868</b>		<b>\$ 303,408</b>
<b>Gross Profit</b>		<b>\$ 131,751</b>		<b>\$ 149,393</b>		<b>\$ 211,919</b>
☐ Advertising		\$ 3,050		\$ 8,615		\$ 20,969
☐ Amortization		\$ 11,494		\$ 11,702		\$ 11,241
☐ Business Licenses and dues		\$ 160		\$ 153		\$ 153
☐ Insurance		\$ 812		\$ 824		\$ 1,141
+ 🗑️ ☐ Interest and bank charges		\$ 13,097		\$ 13,723		\$ 12,011
☐ Meals and entertainment		\$ 1,083		\$ 398		\$ 3,830
☐ Office		\$ 1,758		\$ 6,232		\$ 8,887
☐ Professional fees (recovery)		\$ 5,783		\$ 2,044		\$ 5,501

Add New Column  
+Column

Enter your client's Income Statement into PriceBuilder. Using our tables, you can type or copy & paste values directly from Excel.

## 2. Normalize the Income Statement

1. Amortization - Depreciation

On your income statement, does it include a 'Depreciation' or 'Amortization' expense line?

Amortization  Depreciation  Both  None

> What is Amortization/Depreciation?

Enter in the values from the Amortization line exactly as they appear on your accountant-prepared financial prepared statement.

+ Row + Financial Year

	🗑️ ⋮ 2019	🗑️ ⋮ 2018	🗑️ ⋮ 2017	⋮ Normalization Note
⋮ Depreciation	\$ <input type="text"/>	\$ _	\$ _	Depreciation is a non-cash expense and is therefore available to the owner.
⋮ Amortization	\$ _	\$ _	\$ _	Amortization is a non-cash expense and is therefore available to the owner.

PriceBuilder guides you through a series of questions to help you calculate EBITDA and Seller's Discretionary Earnings (SDE).

### 3. Answer Qualitative Questions

#### Recurring Revenues

Is more than 75% of your revenue recurring?

Yes  No

Is 50% to 74% of your revenue recurring?

Yes  No

Is 25% to 49% of your revenue recurring?

Yes  No

Is less than 25% of your revenue recurring?

Yes  No

PriceBuilder includes a qualitative assessment of your client's business. This includes questions about your client's operational efficiency, owner dependency, financial performance, and prospects for growth.

## 4. Download your PriceBuilder Report

### PriceBuilder MPSP

Based on the information provided, PriceBuilder has determined the Most Probable Selling Price (MPSP) for your business:

**\$400,000**

PriceBuilder compiles all your answers and searches its transaction database for comparable business transactions to determine your client's Most Probable Selling Price (MPSP).