

Business Exit Readiness Assessment

MURPHY BUSINESS SALES

Are You Truly Ready to Exit Your Business?

Your company is likely your largest financial asset. Yet, many owners approach transitions without evaluating their baseline readiness, risking left-behind value or deal structural barriers. The newly launched Business Exit Readiness assessment provides an objective, data-driven framework to establish operational and organizational benchmark strengths.

CORE PILLARS OF ASSESSMENT

Financial Transparency Evaluation of historical earnings quality, adjustments, and the sustainability of normalized cash flows.	Operational Scalability Analysis of internal infrastructure and structural reliance on the primary business owner.
Market Positioning Assessment of customer diversification, recurring revenue, and defensive competitive advantages.	Legal & Deal Structure Review of contract transferability, compliance, and specific roadblocks to asset or stock transfers.

VALUATION REALITIES

Transition success depends on maximizing baseline intrinsic enterprise value. Consider the fundamental corporate evaluation model:

$$V = EBITDA \times M$$

Where **V** represents enterprise value, **EBITDA** represents normalized operational earnings, and **M** is the risk-adjusted market multiple. Improving your structural operational readiness directly mitigates organizational risk, expanding the market multiple to maximize eventual transactional returns.

Next Steps for Business Owners

- 1. Complete the Evaluation:** Take the comprehensive online assessment at no cost to evaluate your operational readiness.
- 2. Obtain Your Insights:** Review an objective assessment highlighting operational strengths and transition risks.
- 3. Consult an Intermediary:** Review the results and map out strategic adjustments during a confidential follow-up session.

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