



Advisor Training

**EXPANDING YOUR SERVICES**  
***BUILDING A REVENUE-BOOSTING***  
***EXIT PLANNING ADVISORY***

Wednesday, October 16, 2024

Capitaliz



# JARED JOHNSON



President, North America

[jjohnson@capitaliz.com](mailto:jjohnson@capitaliz.com)

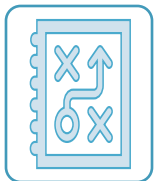




We believe businesses in the small and middle market **support their communities** and drive the economy.



Everything we do at Capitaliz **empowers advisors** to help business owners realize their value now and in the future.



We accomplish this through our **comprehensive platform** of planning tools, processes and support.

The Capitaliz logo, featuring the word "Capitaliz" in white sans-serif font, followed by a blue triangle pointing to the right. The background of the entire slide is a low-angle photograph of modern glass skyscrapers reaching towards a cloudy sky.

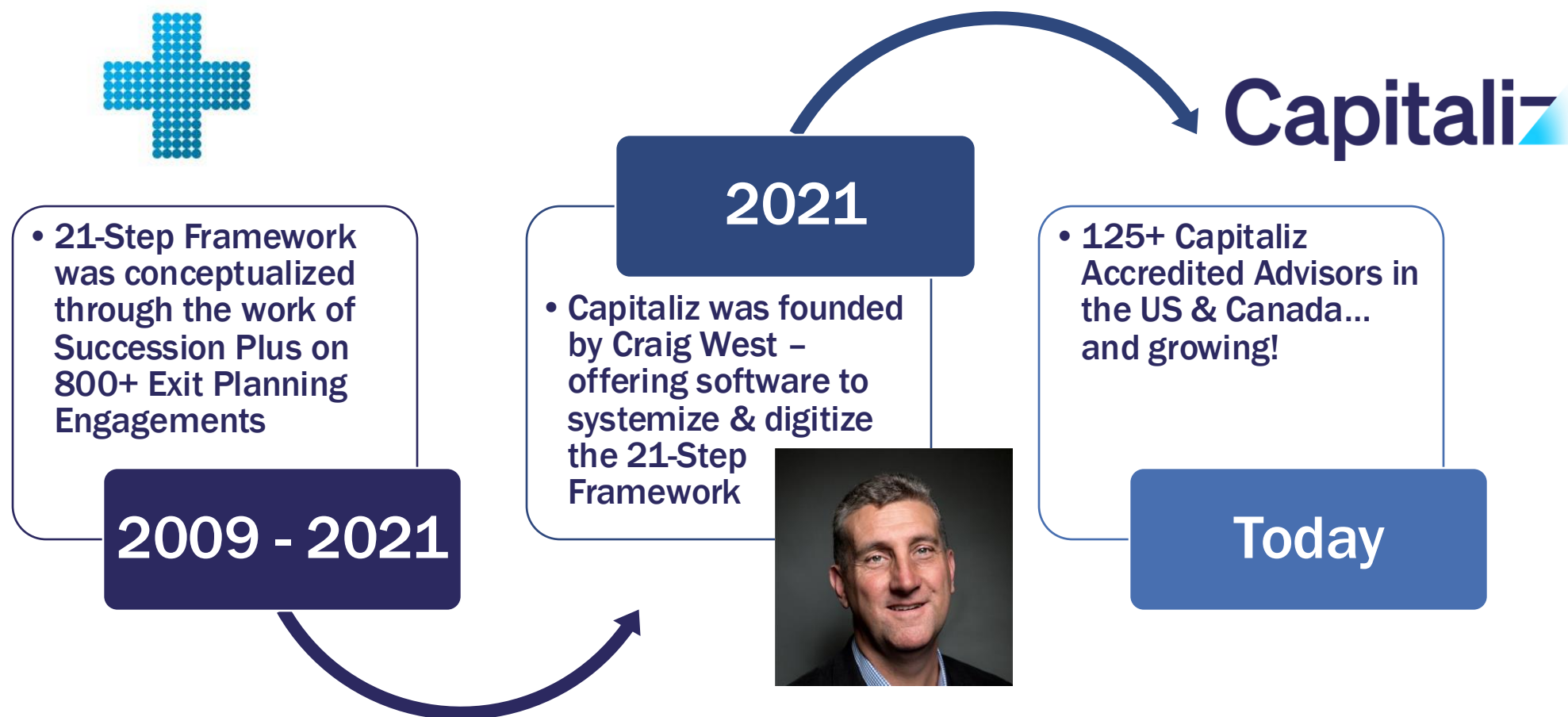
Capitaliz



- **Exit Planning & Capitaliz Overview**
- **Revenue Calculator**
- **Solutions to Showcase your ROI**
- **Q&A**

# AGENDA

# CAPITALIZ HISTORY



**100%**

of business owners  
will exit their  
business

**92%**

of owners agree  
that having a  
transition strategy is  
important

**22%**

have formed a  
formal transition  
plan or an advisory  
team

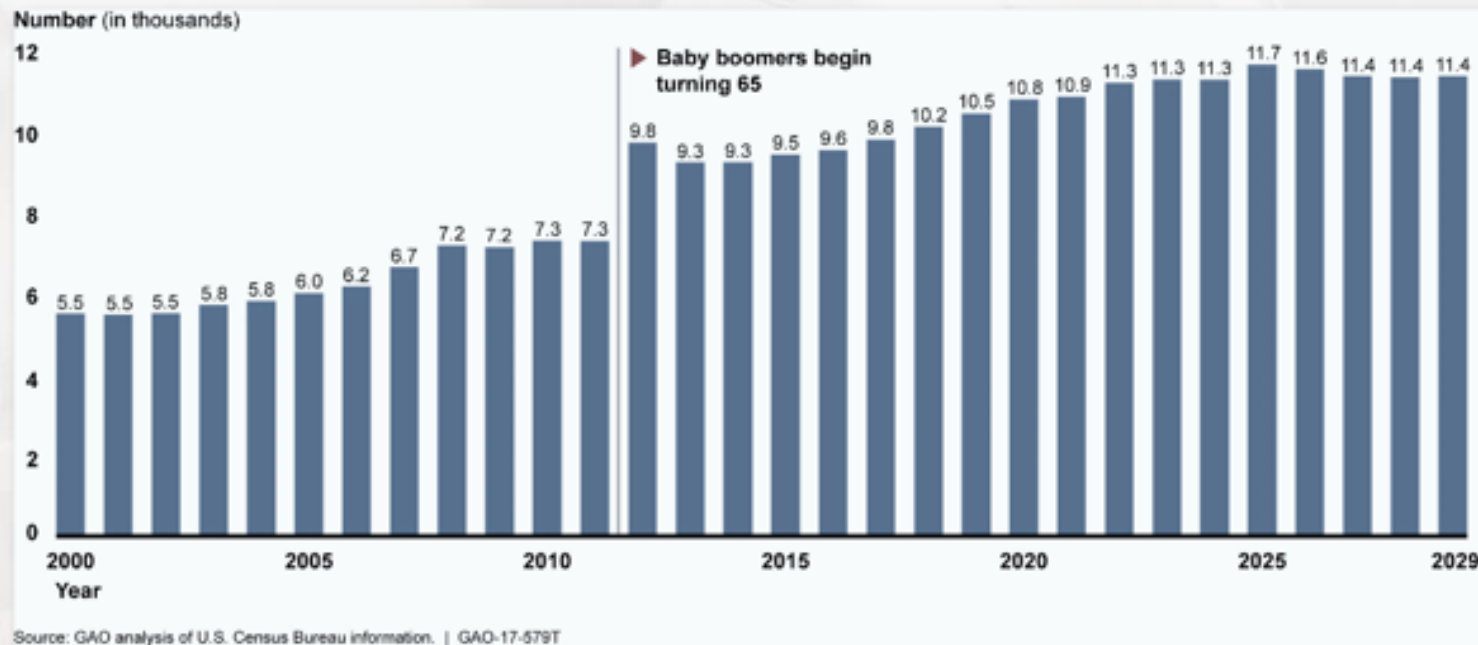
**\$14T**

of business value to  
be transferred in the  
next 10 years

# EXIT PLANNING OPPORTUNITY

Source: Exit Planning Institute 2023 National State of Owner Readiness Report

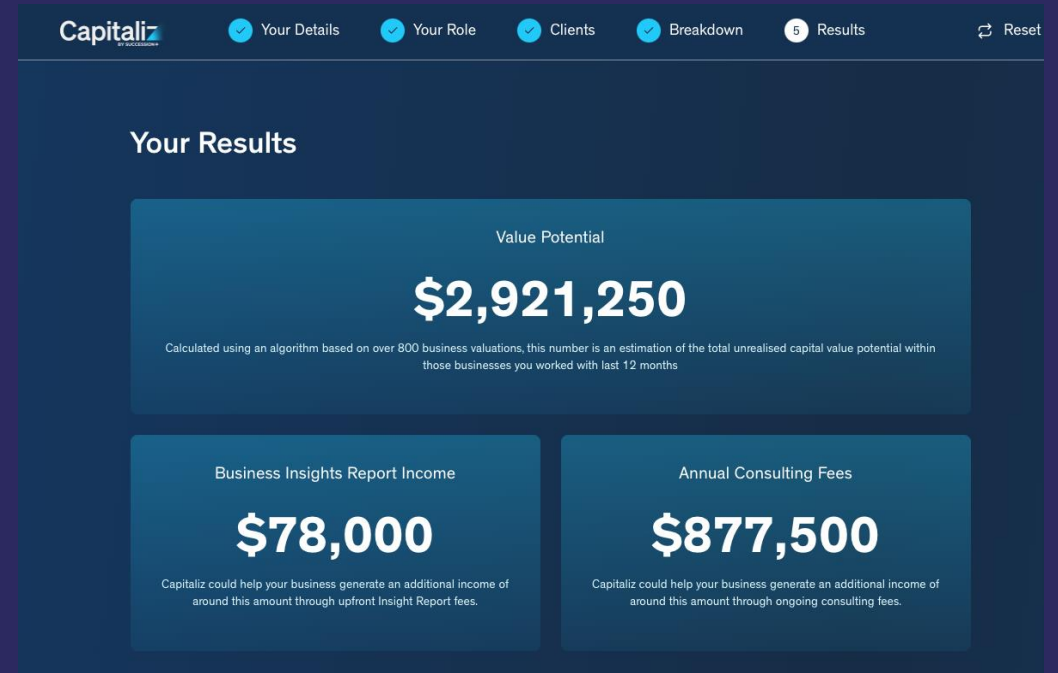
Capitaliz



- Baby boomer generation exiting their businesses marks the largest wealth transfer in history ~\$10 Trillion in the next decade
- Over 10,000 Americans reach retirement age each day – that group owns 60% of small businesses employing over 60 million employees

# EXIT PLANNING OPPORTUNITY

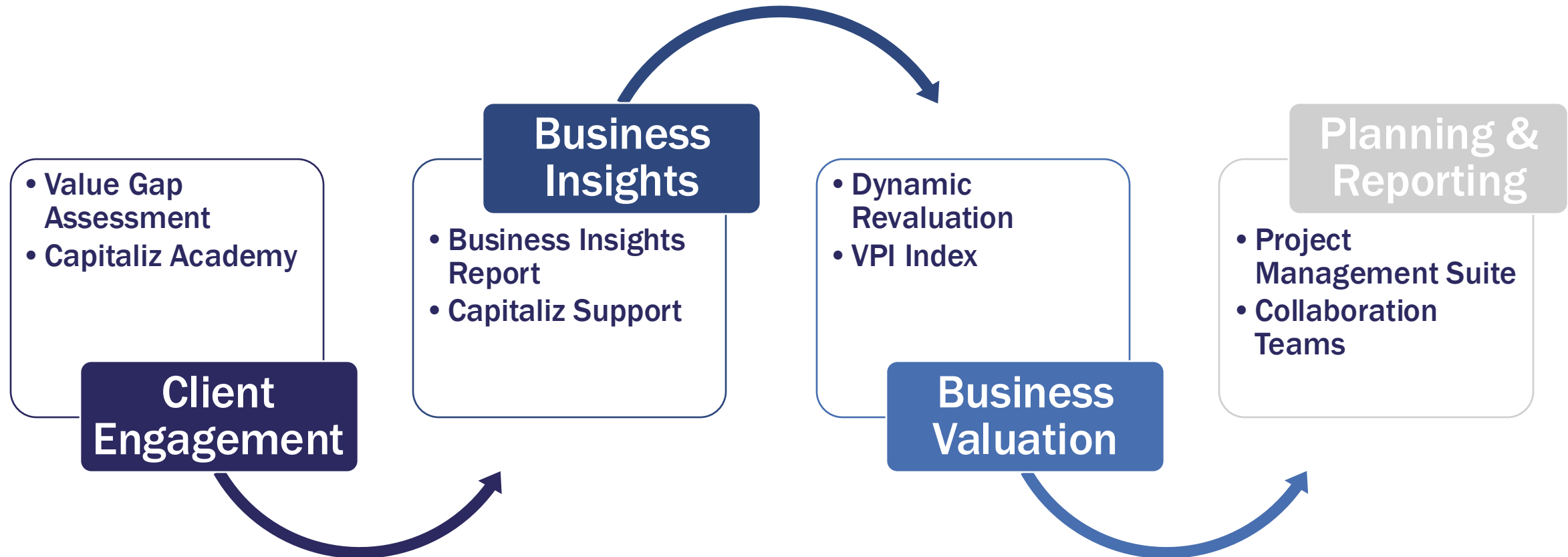
# REVENUE CALCULATOR



Revenue Calculator can be found here: <https://eventexperience.capitaliz.com/>



# CAPITALIZ PLATFORM



Financial  
Performance



Economic  
Factors

Non-financial  
Aspects



Don't let **the market** determine the value  
of your **client's business**.

**Goals**

**Table of Contents**

**Summary**

**Know your potential value, identify your gaps.**

**Table of Contents:**

- Goals
- Vision
- My Exit Timeline
- Goals
- Gap/Risk
- Value
- Contact Information
- Company Information

**Summary:**

Thank you for completing your assessment. Our goal is to help you and make sure you are forward to support.

**Know your potential value, identify your gaps.**

This report will help you know:

- ✓ What your business is worth
- ✓ Risk mitigation and growth opportunities
- ✓ Value Acceleration Strategies

**Company Information:**

INDUSTRY CATEGORY: ABC Mining

REVENUE - CURRENT YEAR ESTIMATE: \$1,250,000

PROFIT - CURRENT YEAR: \$950,000

GROWTH RATE: 9.7% p.a.

Prepared for Your Company Name  
5 August 2023

Capitaliz

# CAPITALIZ SOLUTIONS: VALUE GAP ASSESSMENT

# Business Insights Report

Capitaliz



## Table of Contents

- Information Received
- Strategic Overview
- Structure Review
- Company Structure
- Financial Analysis
- Original Financials
- Profit & Loss Statement
- Finance Balance Sheet
- Operations Balance Sheet
- Trend Analysis
- Financial Scorecard
- Breakeven Analysis
- Cash Flow Analysis
- Sustainable Growth
- Credit Risk Scorecard
- Benchmarking Analysis
- Industry at a Glance
- Benchmarking Firms
- Profit Gap Analysis
- Non-Financial KPI Results
- Foundation Scorecard
- ESG Scorecard
- Strategic Growth Scorecard
- Non-Financial KPI Commentary
- Valuation Summary
- Beta Factor Scorecard
- Economic Profit Analysis
- Business Valuation
- Value Potential
- Glossary

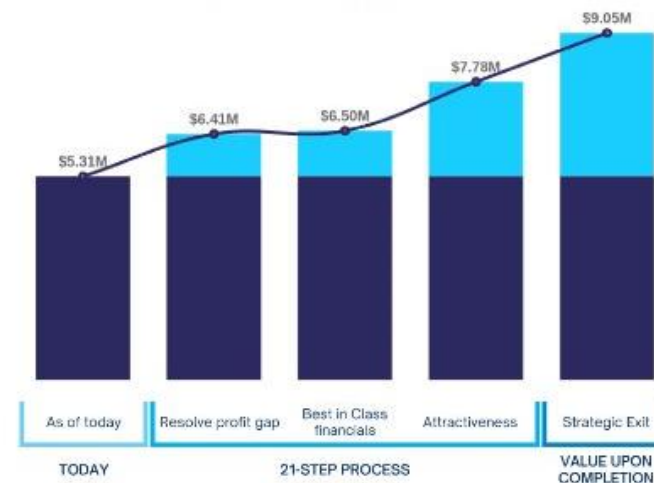
3  
4  
6  
7  
8  
9  
11  
12  
13  
14  
15  
16  
17  
18  
21  
23  
26  
27  
29  
30  
32  
33  
35  
37  
39  
49  
50  
52  
53  
55  
57

FY 2021

## Value Potential

	As of today	Resolve profit gap	Best in Class financials	Attractiveness	Strategic Exit
Revenue	\$8,093,000	\$8,093,000	\$8,093,000	\$8,093,000	\$8,093,000
EBITDA	\$1,576,713	\$1,904,701	\$1,930,235	\$1,930,235	\$1,930,235
NOPAT	\$1,039,593	\$1,255,849	\$1,272,685	\$1,272,685	\$1,272,685
EBITDA Multiple	3.37	3.37	3.37	4.03	4.69
NOPAT Multiple	5.11	5.11	5.11	6.11	7.11
Valuation	\$5.31M	\$6.41M	\$6.50M	\$7.78M	\$9.05M

Current Valuation Potential Valuation

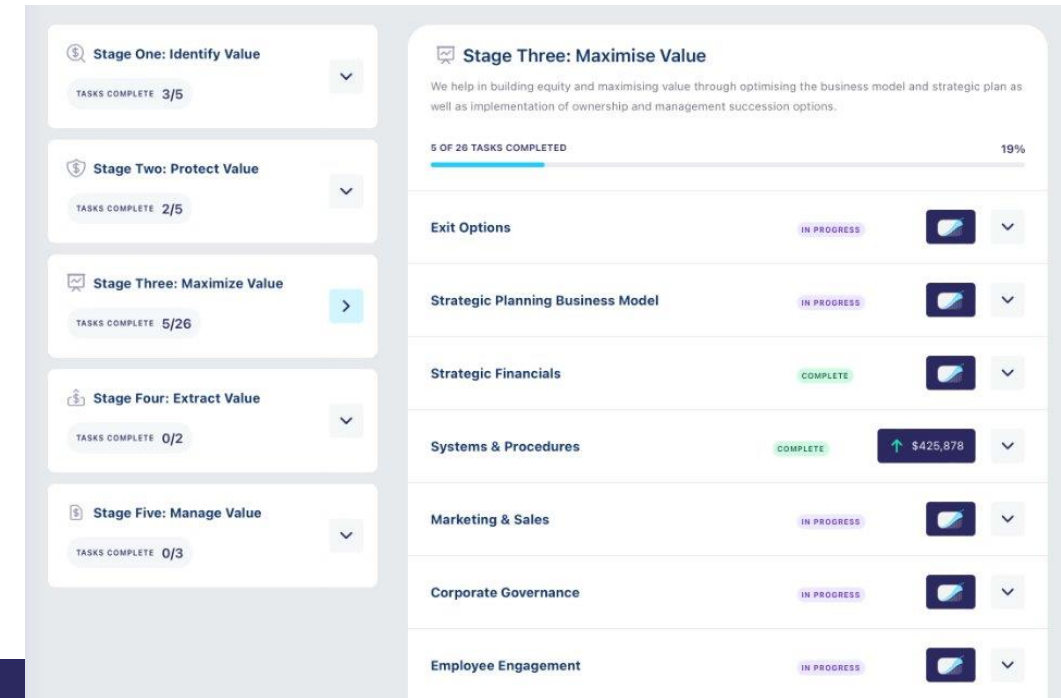
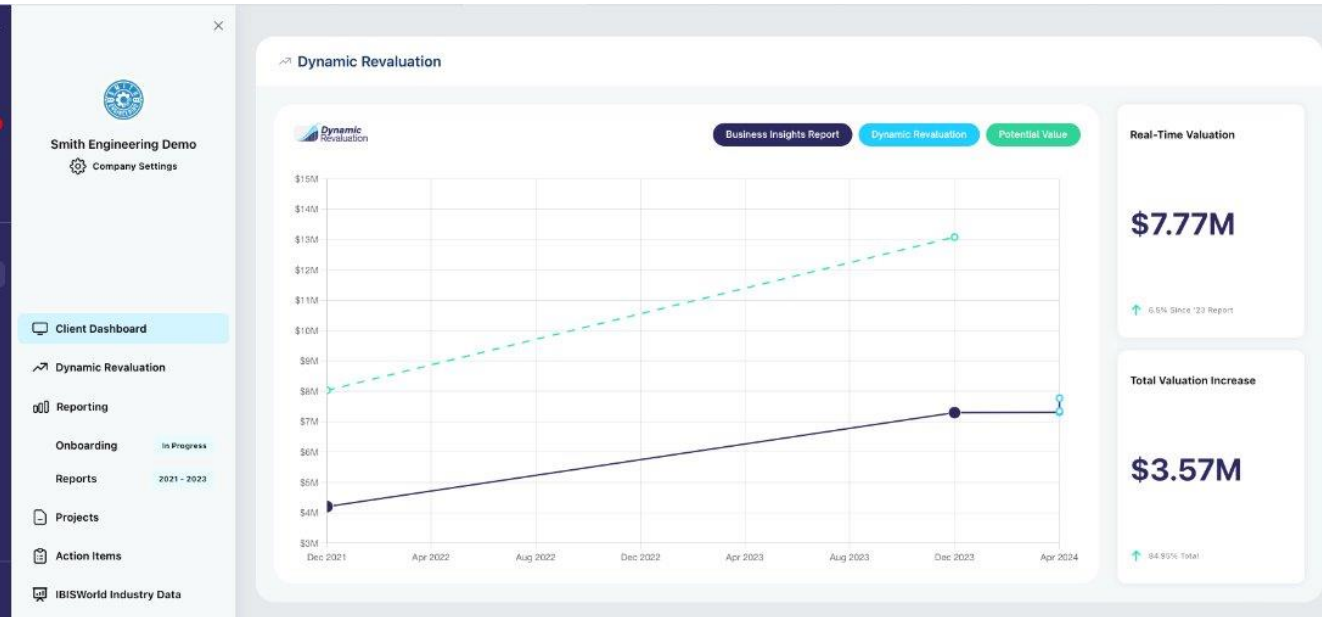


# CAPITALIZ SOLUTIONS: BUSINESS INSIGHTS REPORT

Capitaliz



# Dynamic Revaluation



# CAPITALIZ SOLUTIONS: DYNAMIC REVALUATION

Dashboard

20

2

Craig West

Project Progress

Onboarding33

In Progress12

In Review4

Projects63

Archive48

Team Management

Darryl Bates-Brownsword1 Advisors

Onboarding1

In Progress0

In Review1

Projects2

Archive1

1 OVERDUE

Charles McClelland

1

0

1

2

Company X Consulting Ltd

IN REVIEW

Cotswold Steel Stockholders Ltd

ARCHIVED

Dynamics Consultants Ltd

PROJECTS

Maddox and Associates Limited

PROJECTS

Independent Welding Services Ltd

OVERDUE

Action Items

Search for action item

Q

Project Name 1:

Status 1:

Assignee 1:

Goals & Outcomes

Finalise and compare goal setting

COMPLETE

Craig West

Business Insights Report

Share report with Accountant and request review of financial planning and CGT

COMPLETE

Craig West

Review of BIR

COMPLETE

Craig West

Dave/Eleanor to forward 4 year financial statements

COMPLETE

Craig West

CW to deliver BIR

COMPLETE

Craig West

Fremont to supply BIR report to Dave to review/comment

COMPLETE

Craig West

Peak Performance Trust

ESOP Design and document to be completed

OVERDUE

Craig West

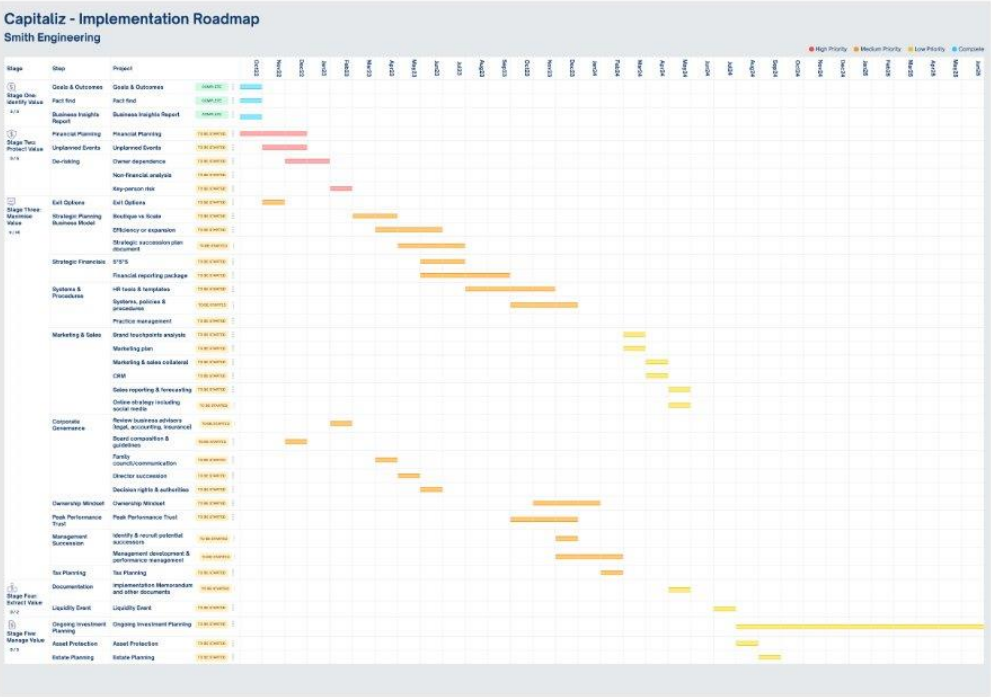
Employee workshop delivered for invite letters before EOFY

OVERDUE

Craig West

# CAPITALIZ SOLUTIONS: PROJECT MANAGEMENT

Capitaliz




## My courses

View more courses

Frequently used resources

0%

See Overview Start Course



Marketing Materials

0%

See Overview Start Course

1. Welcome to Capitaliz - Founder Craig West


0%

See Overview Start Course

2. Welcome to the CAP Academy - CEO Nicholas Foster

0%

See Overview Start Course



3. It all begins with Insights: Navigating the Business Insights Report


0%

See Overview Start Course

4. Business Insights Report, Theory, practical application and quizzes

0%

See Overview Start Course



< 1 2 3 >

## My courses

View more courses

5. Getting Ready to Onboard Capitaliz

0%

See Overview Start Course



6. How to Present the Business Insights Report to a Client

0%

See Overview Start Course



7. Ensuring an Ongoing Engagement: The Power of the Implementation Plan and the Advisory Board

0%

See Overview Start Course



8. First major assessment: Smith Engineering Business Insights Report

0%

See Overview Start Course



9. Strategic Advisory: Beyond Stage One (beta)

0%

See Overview Start Course



Your Certificate

0%

See Overview Start Course



< 1 2 3 >

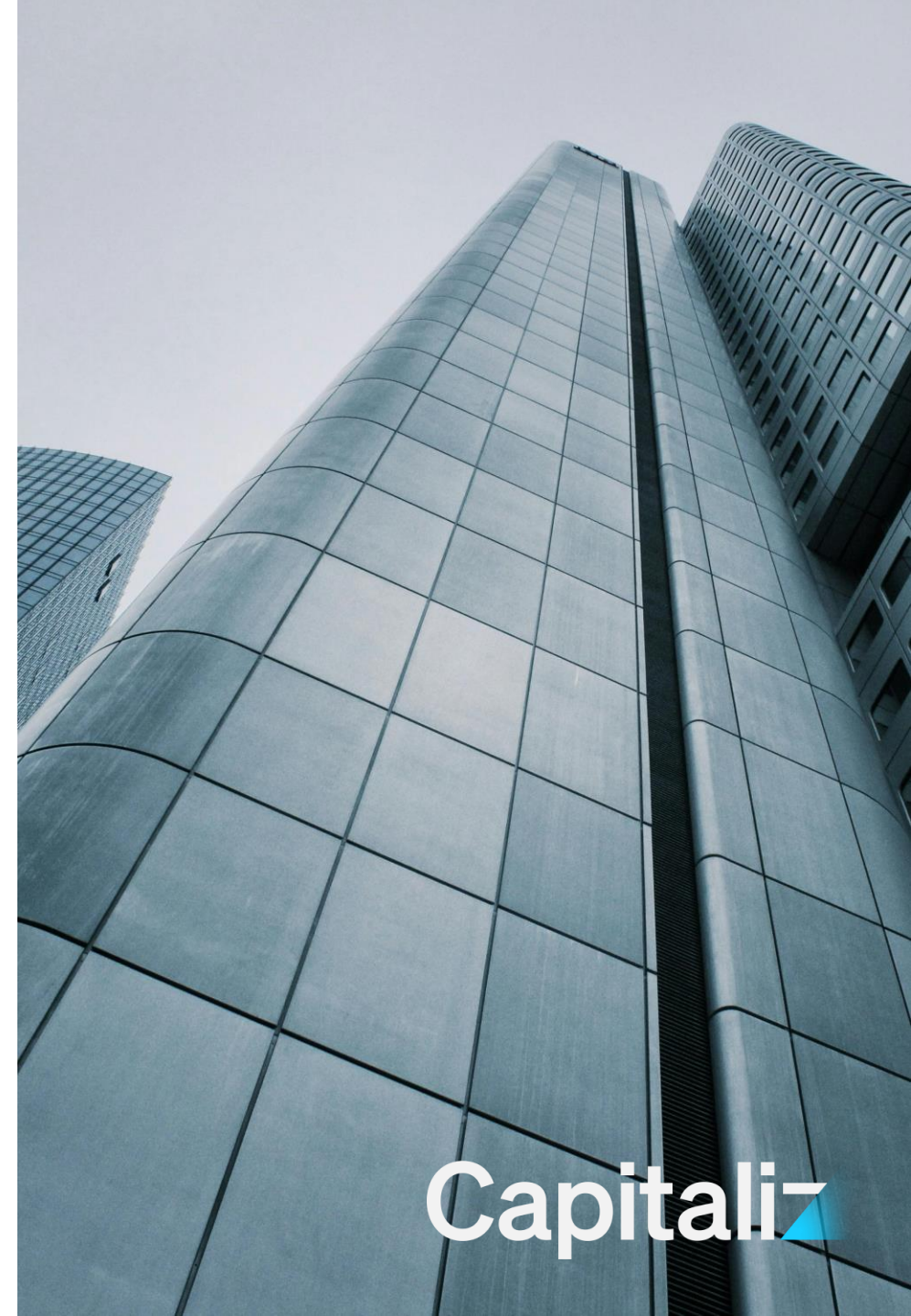
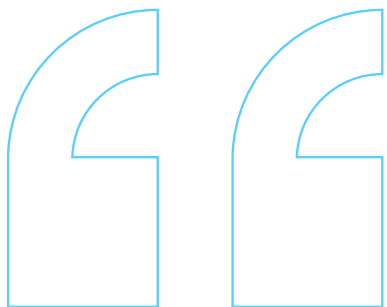
CAPITALIZ SOLUTIONS:  
ROADMAPS & TRAINING





“Using Capitaliz helped to **provide credibility and data** behind the recommendations I was giving. It helped ask clients questions that I previously may not have thought about asking – making me feel much more **comfortable in front of business owners**. Having Capitaliz in my toolbelt ensured that I asked the comprehensive range of questions that tests what owners **thought they knew** about the value of their business.”

-David Ortiz, Wealth Advisor



Capitaliz

## \$ ANNUAL PLAN

- Unlimited access to Engagement tools
- Strategic Planning tools included for **one client\***
- Requires one year commitment

Two ways to pay: \_\_\_\_\_

**\$5000/year** *(billed annually)*

Cost savings of **\$1,000** with one-time payment

**\$500/month** *(billed monthly)*

\*Fee of **\$350/mo per client** for each additional profile

## \$ MONTH-TO-MONTH PLAN

- Unlimited access to Engagement tools
- No term commitment required

**\$500/month** *(billed monthly)*

Strategic planning fee of **\$350/month per client**



Custom quotes also available  
based on number of clients, etc.

*More info at [capitaliz.com/pricing](https://capitaliz.com/pricing)*

# PRICING

# QUESTIONS? LET'S CONNECT.



Jared Johnson

President, North America

[jjohnson@capitaliz.com](mailto:jjohnson@capitaliz.com)

