

HOW THE CAPITALIZ PROCESS & PLANNING PLATFORM POWERS

THE VALUE ACCELERATION METHODOLOGY

Capitaliz is proud to provide a comprehensive system that includes both the **business valuation software** and **project management tools** necessary to power the **Value Acceleration Methodology**. The Capitaliz 21-Step planning process makes up five, value-based stages, all of which align with the three gates of the Value Acceleration Methodology, and effectively assist advisors working with clients to achieve a successful business exit on their terms.

CAPITALIZ PROCESS

STAGE 1: IDENTIFY VALUE

Step 1 - Goals and Outcomes
Step 2 - Fact Find
Step 3 - Stage 1 Report

STAGE 2: PROTECT VALUE

Step 4 - Financial Planning
Step 5 - Unplanned Events
Step 6 - De-Risking

STAGE 3: MAXIMIZE VALUE

Step 7 - Exit Options
Step 8 - Strategic Planning Model
Step 9 - Strategic Financials
Step 10 - Systems and Processes
Step 11 - Marketing and Sales
Step 12 - Corporate Governance
Step 13 - Ownership Mindset
Step 14 - Peak Performance Trust
Step 15 - Management Succession

STAGE 4: EXTRACT VALUE

Step 16 - Tax Planning
Step 17 - Documentation
Step 18 - Liquidity Event

STAGE 5: MANAGE VALUE

Step 19 - Investment Planning
Step 20 - Asset Protection
Step 21 - Estate Planning



CLIENT ENGAGEMENT

THE DISCOVER GATE

The First Gate of the Value Acceleration Methodology

THE PREPARE GATE

The Second Gate of the Value Acceleration Methodology

THE DECIDE GATE

The Third Gate of the Value Acceleration Methodology



EXECUTION & PROJECT MANAGEMENT

PLATFORM FEATURES

Initiate planning conversations with the **Value Gap Assessment**.

Quantify the value of your advice and expertise with support from **Capitaliz Academy**.

Share comprehensive data with the **Business Insights Report** to win planning engagements.

Instantly and continuously automate and update business valuation with **Dynamic Revaluation** as tasks are completed in the platform.

Manage, delegate, collaborate, and track tasks all within the systematic **Project Management Suite**.

Receive **industry-leading client support, quarterly market insights reports**, access to **collaboration forums**, and more.