



10 REASONS TO VALUE & MONITOR YOUR PRACTICE

#FPINSIGHTS



Experienced business owners recognize the importance of tracking and monitoring their firm's value over time. They know this business is one of their largest assets, and by measuring and monitoring it, they are enabling its growth, protecting its value, and ensuring a sustainable - and profitable - future. Understanding value and monitoring it over time is the starting point for every business plan: organic growth, acquisition, succession, talent recruitment, everything.

You have every reason to perform regular professional valuations of your business, but here are 10 of the most critical reasons every business owner needs to know and understand their value—in no particular order.

- 1. BUSINESS GROWTH & PLANNING**
- 2. EXTERNAL SALE OF BUSINESS**
- 3. ACQUISITION**
- 4. CONTINUITY AGREEMENTS**
- 5. LITIGATION/ARBITRATION**
- 6. EXPENSES & TEAM COMPENSATION**
- 7. TRANSFERRING INTERNAL OWNERSHIP**
- 8. SYNTHETIC EQUITY**
- 9. MERGERS**
- 10. BANK FINANCING**

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