

# Creating Value through Critical Business Dynamics

**W**hy do comparable businesses with similar profitability, assets, liabilities and operating in the same industry sell for significantly different values? Most business owners, although being very successful entrepreneurs, have not previously sought answers to the compelling question above. With great demands placed on their time, business owners seldom contemplate the important factors related to achieving a successful sale of their business. Moreover, they haven't grappled with the essential elements that are vital to adding substantial enterprise value to their company. Not only are these elements prerequisites for a high value transaction, they are also vital in creating shareholder value now.

We find there are typically seven essential elements that position a business to be considered highly attractive to buyers. Outside of financial results, these elements are commonly referred to as "Critical Business Dynamics" (CBD's) that can either enhance or encumber the sale of a company. In order to ensure that an owner will receive a premium value for their business, having the essential elements in place is a big step towards achieving a high value outcome. Having extensive experience in identifying the components that make up a high value company, NuVescor is uniquely capable of providing business owners with an assessment along with related recommendations for adding enterprise value to the business.



Undoubtedly, when the analyses of the essential elements for a business are completed, the likelihood of producing additional value for the current owner is greatly increased. Key Performance Indicator (KPI) and Critical Business Dynamics (CBD) analyses are essential in yielding optimal outcomes. Although each business and industry is unique, the KPI's and CBD's tend to fall into very similar groupings.

Whether you desire to run your business for many years to come or you are nearing the time in which you desire to sell your business, NuVescor stands ready to provide the professional guidance necessary to create additional value for your business. Representing business owners from around the globe, NuVescor has developed solutions to these important issues in achieving best possible outcomes.

Contact NuVescor for a confidential consultation to find out how we can help you add value to your business.



Located at The Bridgewater Place  
333 Bridge St. NW, Suite 820  
Grand Rapids, MI 49504  
p 616.855.5955 f 616.855.5940  
[www.nuvescor.com](http://www.nuvescor.com)