A WRITTEN ASSESSMENT FOR DESIGN AND CONSTRUCTION OWNERS PLANNING TO SELL IN THE NEXT ONE TO FIVE YEARS

Exit Readiness Assessment

Find out what is suppressing your business's sale value, and what it is worth to fix.

8
COMPONENTS, SCORED IN WRITING

1 to 5
YEARS OUT IS THE RIGHT MOMENT TO START

$2,500
CREDITED IN FULL IF YOU JOIN THE MASTER PLAN PROGRAM WITHIN ONE MONTH

Why a business is not ready to sell

A broker may look at your business and tell you it is not ready, or give you a number well below what you expected. Almost always the reason is the same: the business is you. Take you out of it and there is no proven process, no team that holds quality without you, and no documented way of working that a buyer could inherit.

You're not selling a business. You're offering to sell a job.

That is fixable. It just is not fixable in ninety days.

What the assessment is

A written evaluation against the eight components that determine whether a company can operate, and therefore be valued, independently of its owner.

Unlike a valuation, it does not tell you what the business is worth today. It tells you what is suppressing that number, what each gap is costing you in multiple, and what sequence of work would close it in the time you have.

Is the business ready to transfer?
Marketing, People, Finances & Metrics, Issues, Process

Are you ready to let go?
Mindset, Vision, Goals

What you walk away with

A written assessment of all eight components, scored
Read for transferability: how much value walks out with you.

A transferability analysis
Which gaps a buyer will price against you.

The owner-dependence map
Where the business depends on you, set out in one place.

An estimate of what each gap is costing you in sale value
The cost of each gap in multiple, so you see what to fix first.

A high-level Roadmap for your exit timeline
The major moves to make the business sellable, in order.

A full walkthrough session
Eric takes you through all of it. Your broker or advisor can join.

Why timing matters

Buyers look at financials over multiple years, so changes made three months before a sale look like window dressing, while changes made three years before look like how the company operates.

If you plan to exit in six months, most of the value-building window has closed, and Eric will say so rather than sell you a program.

Who it suits, and who you work with

It suits design and construction owners with a team who plan a sale, succession or step-back. Eric Lee has spent twenty-five years in design and construction. He has founded eight companies and led a fifty-five-person design and construction firm. The work happens in person in Vancouver or online, so it is open to owners anywhere.

This is an assessment of sale readiness, not a valuation. A formal valuation is separate work for a qualified valuer.

How it works

01
Send your enquiry
Eric replies himself, starting with a short call about your timeline.

02
The deep dive
Eric goes through the business with you and interviews you as the owner, in person or online.

03
Assessment and Roadmap
Where the business stands, what each gap is costing you, and the major steps to close the gaps.

04
The walkthrough
Then you decide: run the plan yourself, or bring Eric in through the Master Plan Program.

Book your Exit Readiness Assessment

$2,500, credited in full against your first monthly payment if you join the Master Plan Program within one month.

https://starfishcoaching.net/services/exit-readiness-assessment/

Talk it through first? Book a free 30-minute consultation, or call **604.720.6836**.

Not ready to book? The free Exit Readiness Scorecard gives you a first read on where the business stands.