

HAPPY 2022

What is the value of your business?

What is your business worth?
What could it be worth?

We answer these and other questions through our Value Builder platform.

Interested? Please request the Value Builder Questionnaire:

<https://score.valuebuildersystem.com/kr-business-brokers/markus-mueller>

Are you ready to sell?

What are you going to do after you sell? 75% of sellers regret the sale after one year. You do not want to be one of the 75%!

Do you want to determine your readiness to sell?

Please request the PRESCORE Questionnaire:

<https://score.valuebuildersystem.com/prescore/kr-business-brokers/markus-mueller>



Greetings

For more than 35 years, KR has fulfilled dreams for sellers and buyers of businesses. Yes, 2020 and 2021 have been difficult years for many, but we have found that even in pandemic times, excellent opportunities exist for sellers and buyers.

For 2022, we believe that these opportunities will multiply. Now is the time to get ready to sell and to get ready to buy.

KR is ready to fulfill your dreams in 2022!

Happy New Year, we are looking forward to hearing from you.

Randy Edwards (Owner) and Markus Mueller (Managing Broker)

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Did you know?

- KR sold a record number of businesses in 2020 and 2021 despite Corona
- In 2021, entrepreneurship grew at a record pace with more than 4.6 million new business applications filed through October 2021 (source: NASDAQ)
- In 2022 community banks, credit unions, and online lenders will increase the funding of small businesses (source: NASDAQ)
- Finding and Retaining employees will become even more important (source: feedback from KR clients)
- KR is experiencing high interest of first-time buyers to leave their W-2 jobs and acquire a business
- For 2022 a seller's market is expected despite more baby boomers retiring (source: Bizbuysell Insight Report)

What determines the value of a business?

Based on the analysis of more than 60,000 businesses, we know that 8 factors determine the value of a business:

Financial Performance

Your history of producing revenue and profit combined with the professionalism of your record keeping.

Growth Potential

Your likelihood to grow your business in the future and at what rate.

Switzerland Structure

How dependent your business is on any one employee, customer or supplier.

Valuation Teeter Totter

Whether your business is a cash suck or a cash spigot.

Recurring Revenue

The proportion and quality of automatic, annuity-based revenue you collect each month.

Monopoly Control

How well differentiated your business is from competitors in your industry.

Customer Satisfaction

The likelihood that your customers will re-purchase and also refer you.

Hub & Spoke

How your business would perform if you were unexpectedly unable to work for a period of three months.

Contact us:

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Why is your score on these 8 dimensions critical?

Based on the analysis of more than 60,000 businesses, a score of 90 or above out of 100 points will result in more offers for your firm and a multiplier than can be twice as high.

How does your firm score on these dimensions?

Find out by completing the Value Builder Questionnaire. We will provide you with a summary score that will show you how your firm compares against the average.

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Why KR Business Brokers?

- More than 35 years of success in finding buyers
- All KR brokers have been small to medium-sized business owners with successful exits
- KR co-brokers with other business broker firms which is an advantage to both sellers and buyers
- Customized approach for each seller (one size does not fit all)
- For first-time buyers or those who want to increase value, KR offers advisory services after the purchase
- If you are not ready to sell today, we work with you to increase the future value of your firm, measured against a baseline
- KR has only one goal: Help you to fulfill your dreams

Are you a Buyer?

What are you looking for? What industries are excluded?
When do you want to buy? Can you afford it?

We can assist you with answering these questions and then find a fitting business. Contact either Randi or Markus:

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