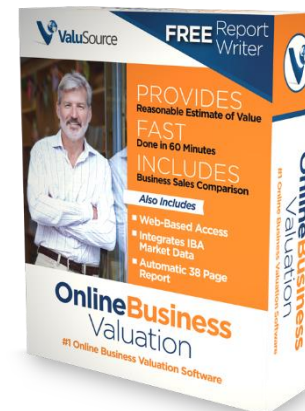


OnlineBusiness Valuation

#1 Online Business Valuation Software



*How To Differentiate Yourself...
and Generate LEADS!*



synergy
ASSET MANAGEMENT, LLC

Problems

- How do you...
 - **Stand out** from competitors, get more business and get more leads?
 - **Find a “door opener”** you can use to get your prospect’s attention and give you an introduction?
 - Find the **RIGHT** leads?
 - High net-worth prospects
 - Specifically - business owners, who have more assets for you to manage
 - Plus...



Problems

- Most Financial Advisors create an *incomplete* financial plan for Business Owners
 - Do *not* include the *business value* into the overall financial plan
 - Affects everything – insurance, investment, retirement, estate and asset protection
- Why?
 - They don't know HOW to determine the value of their client's business
 - They incorporate business *income*—but not business *value* (BIG mistake)

Add “Business Owner” Services

- *Differentiate* yourself – for business owners
- Add a FREE Business Valuation
 - Hook for you to engage
 - Allows you to value their business – it must be considered for an accurate plan

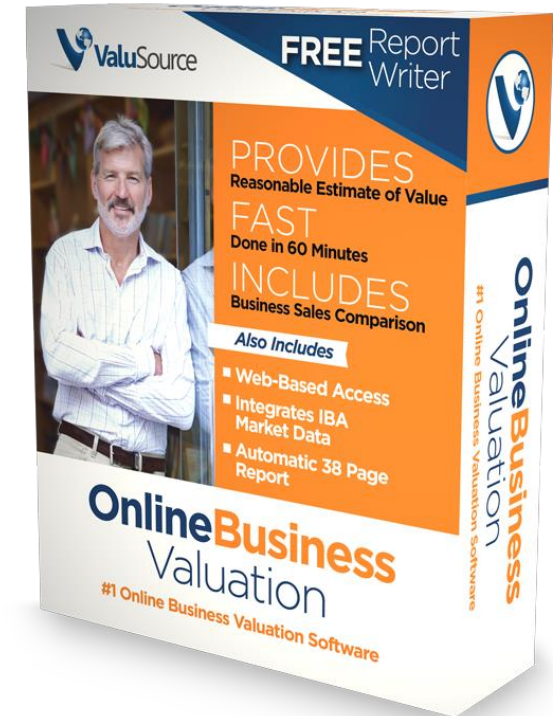
Problem

- Doesn't a business valuation take weeks – with a high price tag?
 - Yes – for a formal valuation
 - But you don't need a formal valuation for a financial plan
 - A Ballpark valuation is all you need
 - A reasonable estimate of the value of their business
 - Easy, fast (30 min) and you don't have to be a valuation expert
 - Perhaps you should consider...

Introducing...

OnlineBusiness Valuation

**The #1 Purely Market-Based
Online Business Valuation Software**



Credibility



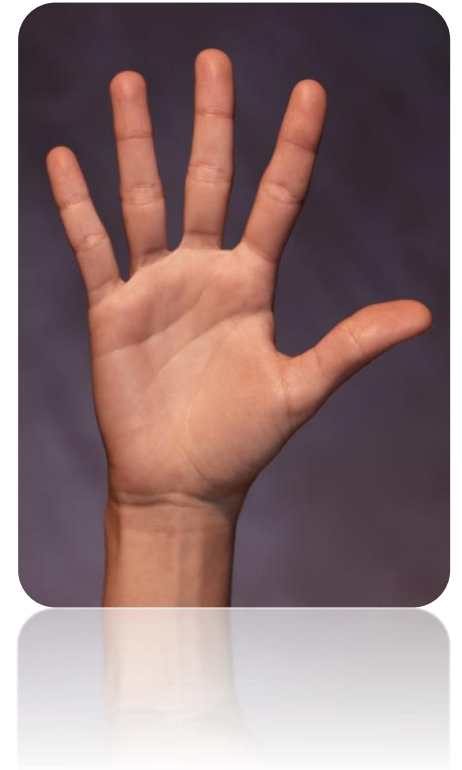
- 30+ years producing valuation software
- Over 90% market share
 - Used by thousands of CPAs, valuers, and financial professionals
- Software is winner of the CPA Practice Advisor 2016, 2017, 2020 Reader's Choice Award for Best Business Valuation Software
- Incorporates proprietary database of over 50,000 actual business sales



Best Solution

Five main reasons to consider Online Business Valuation

1. **QUICKLY** Differentiate Yourself From Competitors
2. **PROVEN** Lead Machine
3. **COMPLETE** Marketing Kit
4. **BEST** Ballpark Valuation
5. **COST EFFECTIVE** Lead System



1) Quickly Stand Out from Competitors

- Offer service your competition is not providing
 - Differentiate yourself from competitors and get attention
 - A FREE ballpark business valuation – “door opener”
 - Offer a new and valuable service
 - Provide FREE value & performance reports



1) Quickly Stand Out from Competitors

- Helps you build new business faster
 - Provide better financial, wealth, retirement, and insurance planning services
 - Knowing what a business is worth makes it easier to assess the owner's needs
 - Build your reputation as a “trusted advisor”
 - Most owners over-estimate the value of their business, putting your financial plan at risk for a shortfall
 - Make connections with more high net worth prospects.
 - Offering a FREE business valuation adds value and credibility



2) PROVEN Lead Machine

- Everything You Need to Generate Leads
 - **Personalize** your prospect's valuation reports with your logo
 - Promotional video explaining **value of a ballpark valuation**
 - It's easy to send a video link to prospects to help generate a lead
 - **Attract clients with a business valuation and performance score**
 - Proves your value as a trusted advisor and increases credibility



3) Complete Marketing Kit

- Product Slick
- Testimonials
- Promotional Pick List
- Email Templates
- Phone Scripts
- Emailing Training
- Competitive Matrix
- Sales Manual
- Client PowerPoint
- SEO Template
- Website SEO PowerPoint
- Sample Landing Page
- Case Studies
- Videos

Everything you need to generate LEADS for your financial services business!



3) Complete Marketing Kit

Category	Title	Type	Description
Marketing, Sales & Business Development Tools			
MARKETING KIT			
1	Product Slick	PUB	A product slick template you can edit and re-purpose to describe your services - MS Publisher version
2	Product Slick copy only	Word	Text-only version of the product slick
3	Business Owners Testimonials	PDF	Online Business Valuation testimonials provided by business customers
4	Agenda for Marketing Meeting	PDF	Marketing-related areas and topics to be covered during your onboarding meeting
5	Advisor Promotions Pick List	PDF	List of promotions you can select from to start your marketing
6	Advisor Email Templates	PDF	Email templates you use to introduce your new services to your existing clients
7	Example Phone Dialogue	PDF	Examples of how to conduct prospect and client follow-up calls
8	Instructions for Email Marketing Campaign	PDF	Complete guide to setting up and running an effective email marketing campaign, including email templates, instructions for compiling prospect lists, and setting up and maintaining your contact database.
9	Competitive Matrix	PDF	Matrix results from competitive analysis of Online Business Valuation and its major competitors
SALES & MARKETING			

SALES MATERIALS

1 Online Business Va
2 Online Business Va
3 Client PowerPoint
4 Light Valuation Site
Search Engine Opti
1 SEO Template

2	Advisor Website Plan
3	Top 10 Guidelines
4	Website Plan-o-Gr



GET A "HOOK" TO GENERATE LEADS

STAND OUT FROM COMPETITORS FIND HIGH-NET-WORTH PROSPECTS!

PROBLEM

As a financial advisor...

- Are you having trouble standing out from competitors, getting more leads and generating more business?
- Need a "hook" to get your prospects' attention and get an introduction?
- Want to find high-net-worth prospects who have more assets to manage?

Perhaps you should consider...

"It's a Lead Machine for a financial advisor. Excellent Job!"



Online Business Valuation

The #1 Family Market-Based Online Business Valuation Software

Knowing the value of a client's business (what it is worth if sold) helps their overall financial plan, but they also better understand their outstanding retirement needs.

In fact, how can you even evaluate their retirement without it?

There are **FIVE** main reasons to consider Online Business Valuation

- 1. A PROVEN LEAD MACHINE**
There are several reasons why providing a free valuation will help you generate more and better leads and build new business, faster.
- 2. Differentiate yourself from competitors.** Offer a FREE ballpark





FOR SALE

OnlineBusiness Valuation

The #1 Purely Market-
Online Business Valuation

Online Business
By Mark G. ...

Oh Yes! IT'S FREE

Business Evaluation

By John Smith, President
Family Restaurant, Inc.

Available for \$19.95
or FREE with purchase of
any new business plan

Online Business Valuation
By ValuSource, Inc.

Sales Manual
For Financial Advisors

The screenshot displays a web application interface. At the top, there is a navigation bar with the text "Generic Web Site". Below this, a hierarchical tree structure is visible, with nodes representing different categories or products. The tree is organized into several levels, with the top level containing nodes like "Products", "Services", "Partners", and "Support". The "Products" node is expanded, showing a list of sub-products such as "Product A", "Product B", "Product C", "Product D", "Product E", "Product F", "Product G", "Product H", "Product I", "Product J", "Product K", "Product L", "Product M", "Product N", "Product O", "Product P", "Product Q", "Product R", "Product S", "Product T", "Product U", "Product V", "Product W", "Product X", "Product Y", "Product Z", "Product AA", "Product AB", "Product AC", "Product AD", "Product AE", "Product AF", "Product AG", "Product AH", "Product AI", "Product AJ", "Product AK", "Product AL", "Product AM", "Product AN", "Product AO", "Product AP", "Product AQ", "Product AR", "Product AS", "Product AT", "Product AU", "Product AV", "Product AW", "Product AX", "Product AY", "Product AZ", "Product BA", "Product BB", "Product BC", "Product BD", "Product BE", "Product BF", "Product BG", "Product BH", "Product BI", "Product BJ", "Product BK", "Product BL", "Product BM", "Product BN", "Product BO", "Product BP", 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"Product EJ", "Product EK", "Product EL", "Product EM", "Product EN", "Product EO", "Product EP", "Product EQ", "Product ER", "Product ES", "Product ET", "Product EU", "Product EV", "Product EW", "Product EX", "Product EY", "Product EZ", "Product FA", "Product FB", "Product FC", "Product FD", "Product FE", "Product FF", "Product FG", "Product FH", "Product FI", "Product FJ", "Product FK", "Product FL", "Product FM", "Product FN", "Product FO", "Product FP", "Product FQ", "Product FR", "Product FS", "Product FT", "Product FU", "Product FV", "Product FW", "Product FX", "Product FY", "Product FZ", "Product GA", "Product GB", "Product GC", "Product GD", "Product GE", "Product GF", "Product GG", "Product GH", "Product GI", "Product GJ", "Product GK", "Product GL", "Product GM", "Product GN", "Product GO", "Product GP", "Product GQ", "Product GR", "Product GS", "Product GT", "Product GU", "Product GV", "Product GW", "Product GX", "Product GY", "Product GZ", "Product HA", "Product HB", 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"Product JV", "Product JW", "Product JX", "Product JY", "Product JZ", "Product KA", "Product KB", "Product KC", "Product KD", "Product KE", "Product KF", "Product KG", "Product KH", "Product KI", "Product KJ", "Product KK", "Product KL", "Product KM", "Product KN", "Product KO", "Product KP", "Product KQ", "Product KR", "Product KS", "Product KT", "Product KU", "Product KV", "Product KW", "Product KX", "Product KY", "Product KZ", "Product LA", "Product LB", "Product LC", "Product LD", "Product LE", "Product LF", "Product LG", "Product LH", "Product LI", "Product LJ", "Product LK", "Product LL", "Product LM", "Product LN", "Product LO", "Product LP", "Product LQ", "Product LR", "Product LS", "Product LT", "Product LU", "Product LV", "Product LW", "Product LX", "Product LY", "Product LZ", "Product MA", "Product MB", "Product MC", "Product MD", "Product ME", "Product MF", "Product MG", "Product MH", "Product MI", "Product MJ", "Product MK", "Product ML", "Product MM", "Product MN", 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"Product SB", "Product SC", "Product SD", "Product SE", "Product SF", "Product SG", "Product SH", "Product SI", "Product SJ", "Product SK", "Product SL", "Product SM", "Product SN", "Product SO", "Product SP", "Product SQ", "Product SR", "Product SS", "Product ST", "Product SU", "Product SV", "Product SW", "Product SX", "Product SY", "Product SZ", "Product TA", "Product TB", "Product TC", "Product TD", "Product TE", "Product TF", "Product TG", "Product TH", "Product TI", "Product TJ", "Product TK", "Product TL", "Product TM", "Product TN", "Product TO", "Product TP", "Product TQ", "Product TR", "Product TS", "Product TT", "Product TU", "Product TV", "Product TW", "Product TX", "Product TY", "Product TZ", "Product UA", "Product UB", "Product UC", "Product UD", "Product UE", "Product UF", "Product UG", "Product UH", "Product UI", "Product UJ", "Product UK", "Product UL", "Product UM", "Product UN", "Product UO", "Product UP", "Product UQ", "Product UR", "Product US", "Product UT", "Product UY", "Product UZ", "Product VA", "Product VB", "Product VC", "Product VD", "Product VE", "Product VF", "Product VG", "Product VH", "Product VI", "Product VJ", "Product VK", "Product VL", "Product VM", "Product VN", "Product VO", "Product VP", "Product VQ", "Product VR", "Product VS", "Product VT", "Product VY", "Product VZ", "Product WA", "Product WB", "Product WC", "Product WD", "Product WE", "Product WF", "Product WG", "Product WH", "Product WI", "Product WJ", "Product WK", "Product WL", "Product WM", "Product WN", "Product WO", "Product WP", "Product WQ", "Product WR", "Product WS", "Product WT", "Product WY", "Product WZ", "Product XA", "Product XB", "Product XC", "Product XD", "Product XE", "Product XF", "Product XG", "Product XH", "Product XI", "Product XJ", "Product XK", "Product XL", "Product XM", "Product XN", "Product XO", "Product XP", "Product XQ", "Product XR", "Product XS", "Product XT", "Product XU", "Product XV", "Product XW", "Product XX", "Product XY", 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Below the tree, there is a section titled "Comparison - Online Business Valuation vs Popular Alternatives". This section contains a table comparing the "Valuation Type" (Purely Market Based vs. Finance Based) across various metrics. The table is structured as follows:

Valuation Type	Purely Market Based				Finance Based			
	ValueSource Online Business Valuation	Alternative 1 Pross Basic Pro	Alternative 2 Pross Business Adviser	Alternative 3 Business Dumper				
Price								
Price Valuation (Dashboard)	Yes	Yes	Yes	Yes				
Monthly Subscription (Free if paid annually)	\$249	No	No	\$299				
Credibility								
Years in Business	85	4	4	7				
Products from CPA-Practitioner Adviser Readings (Chapters Award)	Yes	Yes	Yes	Yes				
NACVA & SBA Valuation Associations use products for training	Yes	Yes	Yes	Yes				
Business Model								
Specialized website option	Yes	No	No	Yes				
# of Different Companies Per Year	unlimited	1	1	unlimited				
# of Reports per year (single company)	unlimited	0	unlimited	0				
Flexibility								
Can upgrade to pro software/data sources	Yes	No	No	No				



Report Purpose and Scope

This report estimates the current company value of:

Family Restaurant, Inc.

The evaluation considers both the tangible assets and the intangible value or goodwill. Generally accepted valuation methods were used to determine value. Values stated are effective as of September 18, 2019.



Business Performance Score

Knowing what your business is worth is important, but even more important (and actionable) is knowing how your business performs in comparison to your best-performing peers. Performance includes everything, including revenue, EBITDA, growth, and value. This report uses the ValueSource Market Comps database of over 40,000 privately owned business sales to calculate your **Business Performance Score**.

Your Business Performance Score was determined by comparing your business to other businesses in your industry that have already sold. If your business is in the upper and healthy range—much like a typical blood pressure test that compares against healthy norms—you're fine. But if not, then you know there's a problem that needs to be addressed.

Regardless, you're better off knowing where you stand. Making a few simple improvements could increase the performance and value of your business—and *reduce your stress for a better personal lifestyle*.

Your Business Performance Score (on a scale of 1-100) is:



Estimated Company Value

A variety of evaluation methods were used to calculate a range of suggested prices. Our single price conclusion is the average of the high and low prices from this suggested range. The estimated company value is:

\$704,000

69

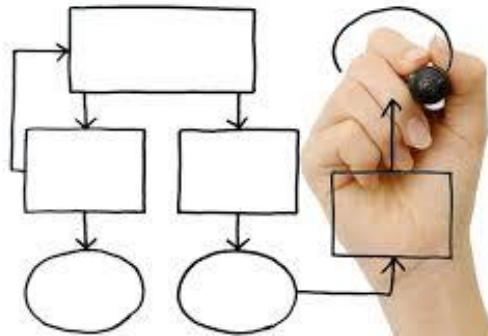
Provided assets	
Number of assets (more detailed)	462
Customizable in word	Yes
Excel/3 spreadsheets transactions	Yes
Methodology explanation	Yes
Final valuation	Yes
Calculation most probable selling price	Yes
Summary/Conclusions	Yes
Does NOT contain a list of all	Yes
Report/Excel/3 multiple methods	Yes
Number of valuation methods shown in report	5

Support	
Email	Yes
Telephone	Yes
User guide as part of software (help section)	Yes
Training videos	Yes
Client list	Yes
Provides support from spreadsheet valuations	Yes

Score	
100	100
90	90
80	80
70	70
60	60
50	50
40	40
30	30
20	20
10	10
0	0

4) BEST *Ballpark* Valuation

- Purely Market-Based Methodology
 - Uses and **SHOWS** Actual Business Sales (Comps)
 - Valuation of your client's business is based on real business sales data
 - Provides Value & Business Performance Score
 - Uses **Eight (8)** Market Methods
 - Including: Basic Method, Asset Value, Capitalization, Critical Factor, Debt Capacity, Industry Method, Comparable Transactions, and Weighted Factors—ensuring the most reasonable market-based *ballpark* value



4) BEST *Ballpark* Valuation

- Guided questions
 - Program follows step-by-step process to complete your report
- Few input values
 - ONLY requires information you or your client already knows – doesn't need their CPA
- Easy-to-understand report
- Made for non-valuation professionals
 - No financial statements or expertise required
 - Easy to interpret results

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5) Cost Effective Lead System

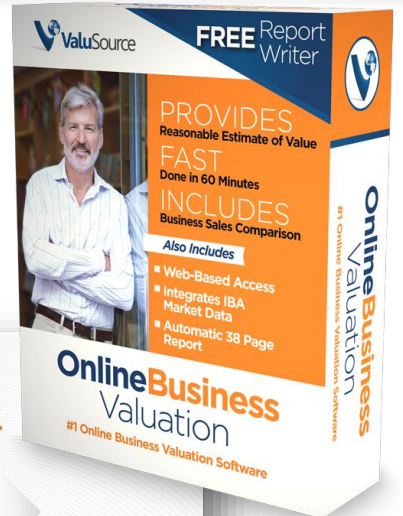
- **MOST Affordable Option**

- Low overall cost for software/marketing system
 - Unlimited reports (leads)
- Unequalled **free support** – from **professional valuers!**
 - Marketing & Product Support
 - Support staff are credentialed professional valuers ready to help with the program, understanding the valuation process and interpreting the results



Show Me... Online Business Valuation

- Online Business Valuation - Demo
- Report Sample
- Marketing Portal
 - Promotional content
- Landing page
 - Click through funnel



What's Holding You Back?

- How accurate is it?
 - Online Business Valuation provides a **reasonable estimate** of business value (the *most probable selling price*)
 - Based on a **purely market-based approach**
 - What businesses *actually* sold for
 - 8 market methods
 - If you need more than a reasonable estimate, you *should* get a formal valuation

WHAT'S
HOLDING
YOU BACK?

Testimonials

“Online Business Valuation can value a bar, a restaurant, a manufacturer, a trucking company – any kind of business.”

“In just 45 minutes, a business owner gets a great general idea about what his business is worth AND how well it is performing”



Picture This

- You can now introduce yourself to new clients (with the *proven* marketing kit) by providing a free business valuation
- Within 30 minutes you can show clients what their business is worth and how well it is performing
- You can then provide a financial plan that includes insurance, investment, retirement, estate and asset protection.
- It's easy to qualify new *more profitable* clients

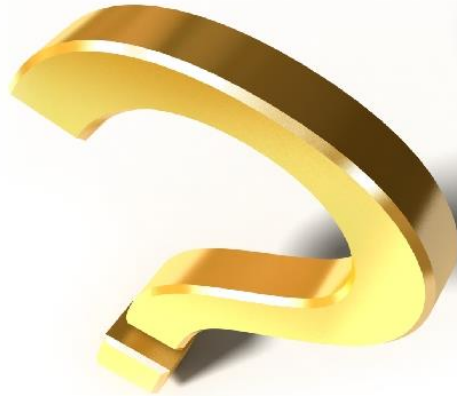


Next Steps

- Enroll in the program
 - Synergy.ValuSource.com
- Get access to Online Business Valuation software
 - Used for unlimited # of prospect valuations
- Go through orientation
- Access Marketing Kit
- Execute the Plan and WIN new business!



Questions & Answers



Thank You