



Worksheet 185 - Getting the real value for your business with Jenny Letts

Today we've got the pleasure of welcoming [Jenny Letts](#) onto the show.

Jenny is a forensic accountant based in Brisbane.

We invited to join us because this month we're talking about getting our business ready for a sale.

Getting an accurate appraisal of your business is critical to getting a fair price.

Jenny reveals some metrics you can use to **know your value.**

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Know your value

Write down all your systems and processes.

Write down each person's role in your company and detail their responsibilities.

The easier you make running the business the more money you can sell it for.

There are other aspects of your company that could add value to a sale.

Examples include intellectual property, patents and copyrights



What are your systems and processes?

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Know your customers

Know where your customers are from and how much business you do with them.

Have detailed information about your conversion rate.

Also be aware of any potential risks in your customer base.

**The more diverse your customers
the more your business is worth!**

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BusinessLegal : Lifecycle

Describe in detail your customer base.

BusinessLegal : Lifecycle

Learn more by ordering the book

Whether you want to have a large company or a small lifestyle business, you must pay attention to the legal aspects right from the start.

The Business Legal Lifecycle is a handbook for you to use in your business on a regular basis.

The key areas that Jeremy Streten covers in the Business Legal Lifecycle are:

How to successfully set up your business

Why and when you need to pay attention to the legal aspects of your business

Who you should consult with along your business journey



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