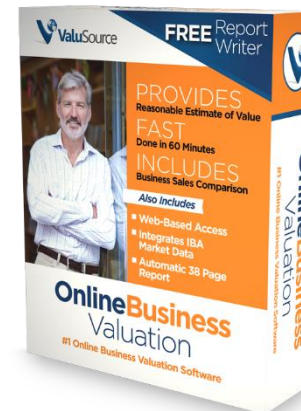


OnlineBusiness Valuation

#1 Online Business Valuation Software



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



Problem

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



A New Approach

- Offer a FREE business valuation
 - Targets Business Owners
 - High Net Worth – especially considering their *business value*
 - Business is often their greatest asset – yet they don't know its value
 - **How can they plan retirement without it**
 - Over 90% grossly over-estimate business value
 - So they don't plan for reality– *shocked* at the shortfall
 - A new approach that is working – *VERY well!*



Which Approach?

- Pay a *professional* certified valuator – “Ain’t gonna happen”
 - \$10,000 avg cost
 - Takes weeks for a *formal* valuation
- Use a *Ballpark* valuation
 - Works great for financial planning
 - Provides a *reasonable estimate* of what their business would sell for



Alternatives – *Ballpark* Valuation

- Financed-Based (every *other* alternative)
 - Requires way too much financial info and time
 - Requires a valuation expert to interpret
 - Still too expensive (especially per report)
 - Compared to formal valuation, most are over simplified and only use a handful of the hundreds of steps
- Purely Market-Based (unique)
 - Uses and shows actual business sales (comps)
 - Like an MLS for businesses
 - Shows how business compares to other business sales
 - Single best indicator of what a business could sell for is what they *have* sold for!
 - Uses 8 market based methods
 - Produces reasonable estimate (does not replace formal valuation)



Problem

- Doesn't a business valuation take weeks – with a high price tag?
 - Yes, but for financial planning you **only need a ballpark valuation** that gives **reasonable estimate of the business' value**
- You have tried **other ballpark valuations** but their reports are over complicated
 - Still require **WAY** to much financial information – wasting time
 - And still require a valuation expert to interpret
 - Plus, they have a high price tag – overall *and* per report

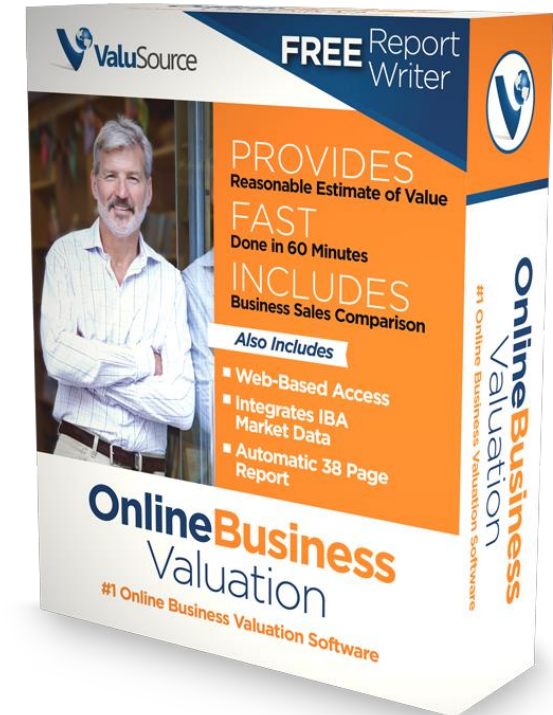
Perhaps you should consider...



Introducing...

OnlineBusiness Valuation

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



Credibility

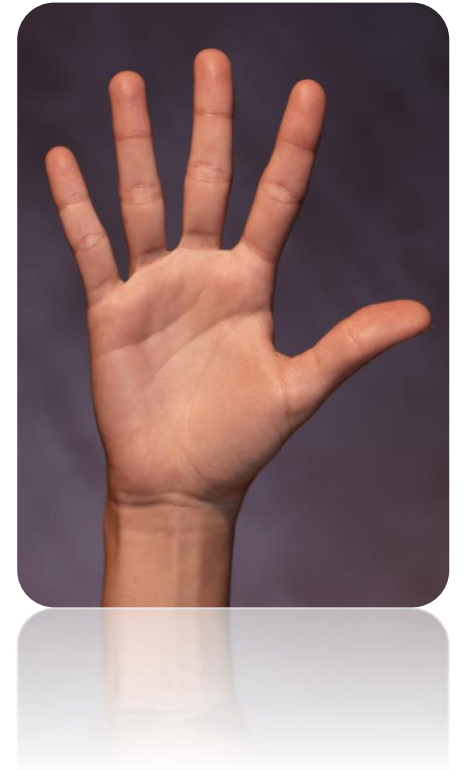


- For over 30 years thousands of CPAs, valuers, and financial professionals worldwide have relied on ValuSource for the majority of their valuation data and software
- Developed Express Business Valuation was the Winner of the CPA Practice Advisor 2016 and 2017 Reader's Choice Award for Best Business Valuation Software
- Developed ValuSource Pro, the #1 Best-Selling Business Valuation Software is sold by NACVA (National Association of Certified Valuers and Analysts) and is used by the ISBA Certification Courses
- Draws from ValuSource's database of over 40,000 actual actual business sales



Best Solution

- Five main reasons to consider Online Business Valuation
 - A **PROVEN** Lead Machine – Helps You Build New Business Faster
 - A **COMPLETE** Marketing Kit – Everything You Need
 - **BEST** Ballpark Valuation – Only Purely Market-Based Methodology
 - **QUICKEST, EASIEST** To Use & Understand
 - **BEST** Value for the Money – **MOST** Affordable



1) PROVEN Lead Machine

- Helps you build new business faster
 - Differentiate yourself from competitors and get attention
 - A FREE ballpark business valuation – “hook”
 - Identify higher-net worth individuals with more assets
 - Targeting business owners means you typically find individuals with the higher income



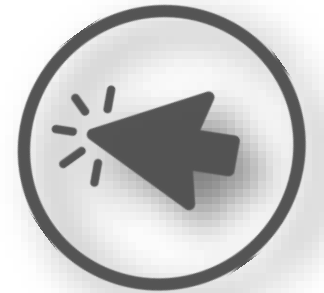
1) PROVEN Lead Machine

- Helps you build new business faster
 - Provide better financial 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 their business' value putting your calculations at risk for a shortfall
 - Make connections with more high net worth prospects.
 - Offering a FREE business valuation adds value and credibility



2) COMPLETE Marketing Kit

- Everything You Need to Generate Leads
 - Add the “Light” [online valuation calculator](#) to your website
 - [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.
 - [Easy-to-follow](#) sales manual
 - Details the entire sales process of prospecting, how to explain your services, phone dialogues, overcome objections and close more business



Complete Marketing “Kit”

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

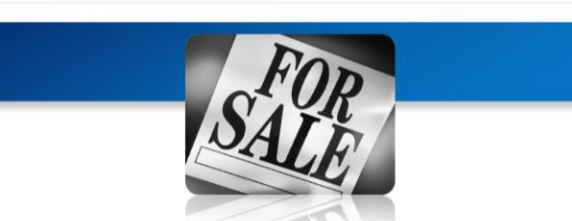
Everything you need to generate LEADS for your financial planning practice!



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 MATERIALS			
1	Online Business Valuation Sales Manual	PDF	Advisor sales manual contains sales and presentation techniques to help you win new clients. Includes the sales

1 Online Business Valuation Services	<p>FINANCIAL ADVISORS</p> <h1>GET A "HOOK" TO GENERATE LEADS</h1> <h2>STAND OUT FROM COMPETITORS FIND HIGH-NET-WORTH PROSPECTS!</h2> <div style="background-color: #f0f0f0; padding: 10px;"> <p>PROBLEM</p> <p>As a financial advisor...</p> <ul style="list-style-type: none"> • 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? <p><i>Perhaps you should consider...</i></p> <hr/> <p><i>"It's a Lead Machine for a financial advisor. Excellent Job!"</i></p> </div> <div style="padding: 10px;"> <p>OnlineBusinessValuation</p> <p>The #1 Priority Market Based Online Business Valuation Service</p> <p>As a financial advisor, Online Business Valuation helps you provide an excellent ballpark estimate of the value of your client's business in about 30 minutes! It helps you:</p> <ul style="list-style-type: none"> • Generate more business and get more leads with a "hook" that you can promote to get your prospect's attention and give you an introduction. • Attract and target high-net-worth prospects, who have more assets for you to manage. • Offer business owners an online, fast, and easy way to value their business and quickly differentiate yourself and your services. </div> <div style="text-align: right; padding-right: 20px;"> <p>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.</p> <p>In fact, how can you even calculate their retirement without it?</p> <p>There are FIVE main reasons to consider Online Business Valuation</p> <ol style="list-style-type: none"> A PROVEN LEAD MACHINE <p>There are several reasons why providing a free valuation will help you generate more and better leads and build new business, faster.</p> <ul style="list-style-type: none"> <u>Differentiate yourself from competitors.</u> Offer a FREE ballpark <p>ValuSource</p> </div>
2 Online Business V	
3 Client PowerPoi	
4 Light Valuation S	
Search Engine Opt	
1 SEO Template	
2 Advisor Website	
3 Top 10 Guideline	
4 Website Plan-o	
5 ...	



FOR SALE

Online Business Valuation

The #1 Purely Market-Based
Online Business Valuation Software

Online Business Valuation



Business Valuation Dashboard

[Home](#)
[Valuation Dashboard](#)
[Learn More](#)

Try It Yourself

(Takes Less Than 2 Minutes)

Input your annual data and see how your business value compares to other businesses in your industry.




What is the Business Valuation Dashboard?

The Business Valuation Dashboard is a free, fast and easy tool you can use to compare the value of your business to other businesses in your industry. Enter a few pieces of data about your company to see your value compared to similar businesses.

LEARN MORE

How will the Dashboard help you?

In under 2 minutes you can get a rough estimate of what your business is worth based on a database of over 40,000 business sale transactions including 700 industries, summarized into 80 broad industry categories. You will also see an estimated range of how much businesses sell for in your industry, providing insight into the upper and lower value limits for your business.



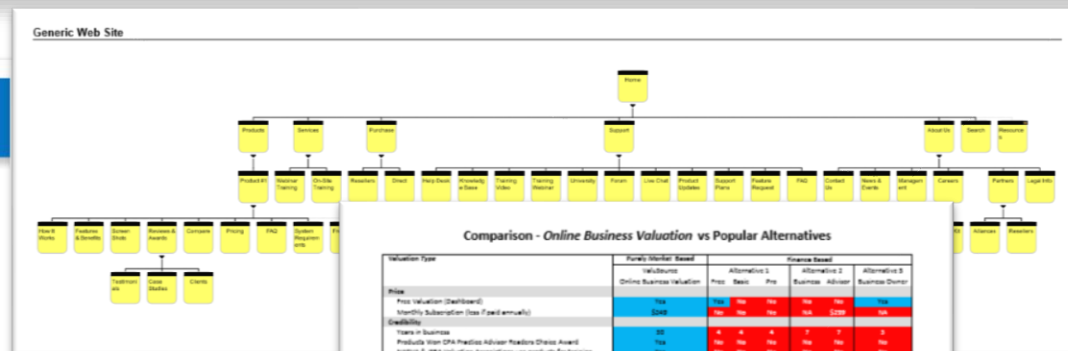
Valusource
1-800-825-8763
obvdashboard@valusource.com



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Online Business Valuation
By ValuSource, Inc.

Sales Manual
For Financial Advisors



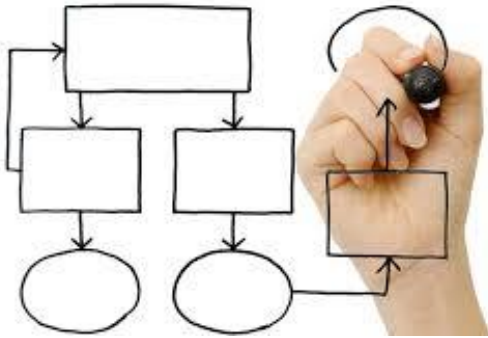
Comparison - Online Business Valuation vs Popular Alternatives						
Evaluation Type	Franchise Valuation Based		Franchise Based			
	Advantages	Disadvantages	Alternative 1 Business	Alternative 2 Business	Alternative 3 Business	Alternative 4 Business
Price						
Price valuation (flat/round)	Yes	Yes	Yes	Yes	Yes	Yes
Monthly Subscription (See Paid annually)	\$500	\$500	\$500	\$500	\$500	\$500
Usability						
Years in business	20	20	20	20	20	20
Products from CPA/Predict/Advisor/Readers/Chaos Award	Yes	Yes	Yes	Yes	Yes	Yes
Software & SBA valuation Associates use products for training	Yes	Yes	Yes	Yes	Yes	Yes
Business Model						
Branded entities nation	Yes	Yes	Yes	Yes	Yes	Yes
4 of 5 different Companies Per Year	Yes	Yes	Yes	Yes	Yes	Yes
4 of 5 Reports per year (single company)	Yes	Yes	Yes	Yes	Yes	Yes
Flexibility						
Can upgrade to pro version (date)	Yes	Yes	Yes	Yes	Yes	Yes
Service						
Refund to network that provides Certified valuations	Yes	Yes	Yes	Yes	Yes	Yes
Private label product	Yes	Yes	Yes	Yes	Yes	Yes
Affiliate (Future) program	Yes	Yes	Yes	Yes	Yes	Yes
Risk						
User provides min. revenue - proprietors concerns date	Yes	Yes	Yes	Yes	Yes	Yes
Usability						
Build for 100% Financial Professional	Yes	Yes	Yes	Yes	Yes	Yes
Does not require 3 years Financial statements	Yes	Yes	Yes	Yes	Yes	Yes
Input designed for 100% Financial professional	Yes	Yes	Yes	Yes	Yes	Yes
Report designed for 100% Financial professional	Yes	Yes	Yes	Yes	Yes	Yes
Maximum number of data, analysis, trends, approach	Yes	Yes	Yes	Yes	Yes	Yes
Builded quarterly	Yes	Yes	Yes	Yes	Yes	Yes
Number of analysts	48	48	48	48	48	48
Number of time down/updates	10	10	10	10	10	10
Valuation Methods						
Valuation input - Does NOT require	Yes	Yes	Yes	Yes	Yes	Yes
Current user income statement (profit & loss)	Yes	Yes	Yes	Yes	Yes	Yes
Current user balance sheet	Yes	Yes	Yes	Yes	Yes	Yes
1 - 3 years of income statements	Yes	Yes	Yes	Yes	Yes	Yes
1 - 3 years of balance sheets	Yes	Yes	Yes	Yes	Yes	Yes
Does not rely on last financials	Yes	Yes	Yes	Yes	Yes	Yes
Requires minimal financial statement input	Yes	Yes	Yes	Yes	Yes	Yes
Valuation Methods						
Multitasks	Yes	Yes	Yes	Yes	Yes	Yes
Asset Assessment	Yes	Yes	Yes	Yes	Yes	Yes
Valuation Based (and Franchise Professional based)	Yes	Yes	Yes	Yes	Yes	Yes
One of Comprehensive transaction date (valuation)	Yes	Yes	Yes	Yes	Yes	Yes
Market Size use comparables	Yes	Yes	Yes	Yes	Yes	Yes
Provides individual comparable transactions in report	Yes	Yes	Yes	Yes	Yes	Yes
Vendor name, legend and related transaction location	Yes	Yes	Yes	Yes	Yes	Yes
Stand-Alone Company report	Yes	Yes	Yes	Yes	Yes	Yes
Valuation Methodologies						
Asset value	Yes	Yes	Yes	Yes	Yes	Yes
Basic method	Yes	Yes	Yes	Yes	Yes	Yes
Capitalization	Yes	Yes	Yes	Yes	Yes	Yes
Discount Rate	Yes	Yes	Yes	Yes	Yes	Yes
Cost/Revenue	Yes	Yes	Yes	Yes	Yes	Yes
Cost/Revenue	Yes	Yes	Yes	Yes	Yes	Yes
Industry Valuation	Yes	Yes	Yes	Yes	Yes	Yes
Weighted Features	Yes	Yes	Yes	Yes	Yes	Yes
Valuation Based Value	Yes	Yes	Yes	Yes	Yes	Yes
Valuation Equity Value	Yes	Yes	Yes	Yes	Yes	Yes
Database used						
data historical data	Yes	Yes	Yes	Yes	Yes	Yes
Provided reports						
Number of steps (steps detailed)	40	40	40	40	40	40
Customizable in Word	Yes	Yes	Yes	Yes	Yes	Yes
PDF/DOC compatible transactions	Yes	Yes	Yes	Yes	Yes	Yes
Methodology explanation	Yes	Yes	Yes	Yes	Yes	Yes
Final valuation	Yes	Yes	Yes	Yes	Yes	Yes
Calculations made available printing	Yes	Yes	Yes	Yes	Yes	Yes
Summary/Conclusion	Yes	Yes	Yes	Yes	Yes	Yes
Does NOT contain list of RUP	Yes	Yes	Yes	Yes	Yes	Yes
Report (Printed) multiple multiple	Yes	Yes	Yes	Yes	Yes	Yes
Number of valuation methodology in report	9	9	9	9	9	9
Support						
Email	Yes	Yes	Yes	Yes	Yes	Yes
Telephone	Yes	Yes	Yes	Yes	Yes	Yes
User guide and on-site software (on location)	Yes	Yes	Yes	Yes	Yes	Yes
Training videos	Yes	Yes	Yes	Yes	Yes	Yes
One tuition	Yes	Yes	Yes	Yes	Yes	Yes
Provides support from professional valuations	Yes	Yes	Yes	Yes	Yes	Yes

All information is based on publicly available information as of February 2014.

3) BEST *Ballpark* Valuation

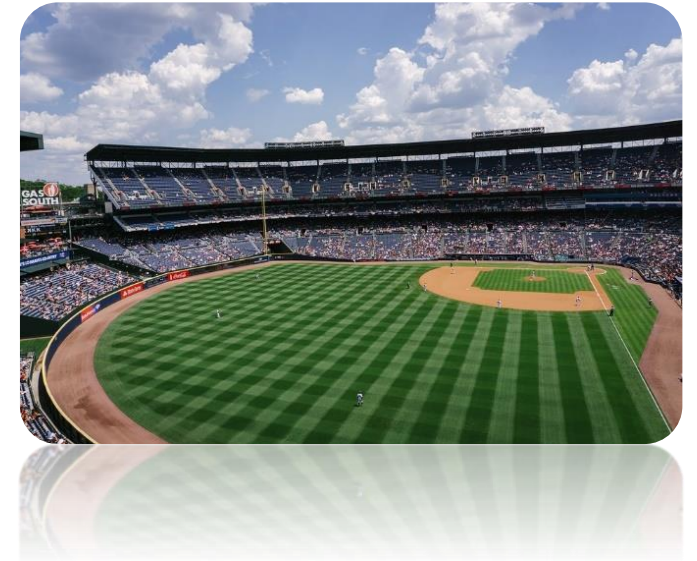
- Purely Market-Based Methodology

- Uses and **SHOWS** Actual Business Sales (Comps)
 - Valuation based on real business sales data – no “black box mystery”
- Requires **minimal** sensitive data
- 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



3) BEST *Ballpark* Valuation

- Purely Market-Based Methodology
 - Using ValuSource's **exclusive** IBA Market Database, the world's largest database of over **40,000 comps** (previous business sales)
 - Uses Eight (8) Market Methods
Basic Method, Asset Value, Capitalization, Critical Factor, Debt Capacity, Industry Method, Comparable Transactions, and Weighted Factors



4) *Quickest, Easiest To Use & Understand*

- Guided questions
 - Program follows step-by-step process to complete your report
- Easiest & fewest input values
 - ONLY requires information you typically already know
- Easiest-to-understand report
- Made for non-financial professionals
 - No financial statements or expertise required
 - Easy to interpret results



5) BEST Value for the Money

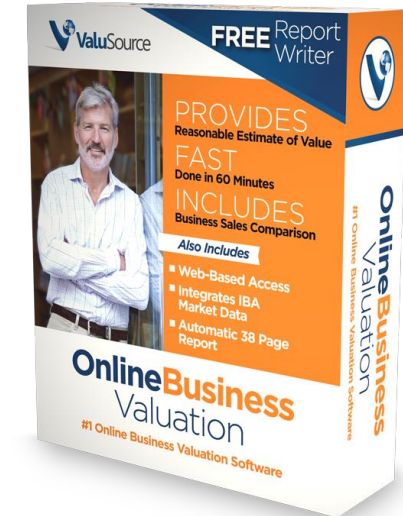
- **MOST Affordable Option**

- Lower overall cost
- Lower cost per report - unlimited reports
- Unequalled **free support** – from **professional valuers!**
 - Support staff are credentialed professional valuers ready to help with the program, understanding the valuation process and interpreting the results – **UNIQUE** to ValuSource



Show Me... *Online Business Valuation*

Product Demo



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 approach**
 - What businesses *actually* sold for
 - Plus 8 market methods
 - If you need more than a reasonable estimate, you *should* get a formal valuation
- How does it compare?

WHAT'S
HOLDING
YOU BACK?

How Does It Compare?

1. ONLY System for Non-Financial Professionals
2. EASIEST to Use
3. Uses Purely MARKET-BASED Methodology
4. MOST Comprehensive & Useful Reports
5. Best Pro Advice & Support

Comparison - Online Business Valuation vs Popular Alternatives

Valuation Type	Purely Market Based			Finance Based			
	ValuSource Online Business Valuation	Alternative 1 Business Advisor	Alternative 2 Free Basic Pro	Alternative 3 Business Owner	Alternative 4 Business Owner	Alternative 5 Business Owner	Alternative 6 Business Owner
Price:							
Free Valuation (Dashboard)	Yes	No	No	Yes	No	No	Yes
Annual Subscription - Business Owner	\$197	\$499	0	\$500	\$870		\$600
Monthly Subscription - Advisor	\$199	NA	\$299	No	No	No	NA
Credibility:							
Years in business	30	7	4	4	4		3
Products Won CPA Practice Advisor Readers Choice Award	Yes	No	No	No	No	No	No
NACVA & ISBA Valuation Associations use products for training	Yes	No	No	No	No	No	No
Business Model:							
Branded website - option	Yes	No	Yes	No	No	No	No
# of Different Companies Per Year	Unlimited	1	20	1	1	1	Unlimited
# of Reports per year (single company)	Unlimited	1	1	0	3	Unlimited	Unlimited
Flexibility:							
Can upgrade to pro software/data	Yes	No	No	No	No	No	No
Services:							
Referral to network that provides Certified Valuers	Yes	Yes	Yes	No	No	No	No
Private label product	Yes	Yes	Yes	No	No	No	No
Affiliate (Referral) program	Yes	Yes	Yes	No	No	No	No
Risk:							
User provides min sensitive / proprietary company data	Yes	No	No	No	No	No	No
Usability:							
Built for NON Financial Professional	Yes	No	No	No	No	No	No
Does not require 3 years financial statements	Yes	No	No	No	No	No	No
Input Designed for NON-financial professional	Yes	No	No	No	No	No	No
Report designed for NON-financial professional	Yes	No	No	No	No	No	No
TRANSPARENT data, analysis, theory, approach	Yes	No	No	No	No	No	No
Guided questions	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Number of inputs	41	57	57	54	54	54	92
Number of drop-downs/sliders	18	14	14	0	0	0	6
Valuation Analysis:							
Valuation Input - Does NOT require:							
Current year income statement (profit & loss)	Yes	No	No	No	No	No	No
Current year balance sheet	Yes	No	No	No	No	No	No
1 - 3 years of income statements	Yes	No	No	No	No	No	No
1 - 3 years of balance sheets	Yes	No	No	No	No	No	No
Does not rely on just financials	Yes	Yes	Yes	No	No	No	Yes
Requires minimal financial statement input	Yes	No	No	No	No	No	No
Valuation Methods:							
Multiples	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Asset Approach	Yes	Yes	Yes	No	No	No	Yes
Market based (not Finance Professional based)	Yes	No	No	No	No	No	No
Use of Comparable transaction data in valuation:							
State they use comparables	Yes	Yes	Yes	No	No	No	Yes
Provide individual comparable transactions in report	Yes	No	No	No	No	No	Yes
Vendor owns largest and oldest transaction database	Yes	No	No	No	No	No	No
Stand-Alone Comps report	Yes	No	No	No	No	No	Yes
Asset value	Yes	Yes	Yes	No	No	No	Yes
Basic Method	Yes	No	No	No	No	No	No
Capitalization	Yes	No	No	No	No	No	No
Critical Factor	Yes	No	No	No	No	No	No
Debt Capacity	Yes	No	No	No	No	No	No
Industry Method	Yes	No	No	No	No	No	No
Weighted Factors	Yes	No	No	No	Yes	Yes	No
Calculates Asset Value	Yes	Yes	Yes	No	No	No	Yes
Calculates Equity Value	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Databases used:							
IBA Market Data	Yes	No	No	No	No	No	No
Provided reports:							
Number of pages (more detailed)	43	29	29	No	16	16	15
Customizable in Word	Yes	No	No	No	No	No	No
SHOWS comparable transactions	Yes	No	No	No	No	No	Yes
Methodology explanation	Yes	Yes	Yes	No	Yes	Yes	Yes
Final Valuation	Yes	Yes	Yes	No	Yes	Yes	Yes
Calculates most probable selling price	Yes	No	No	No	No	No	No
Summary/Conclusions	Yes	No	No	No	No	No	No
Does NOT contain a lot of fluff	Yes	No	No	No	No	No	Yes
Report SHOWS multiple methods	Yes	No	No	No	Yes	Yes	Yes
Number of valuation methods shown in report	8	1	1	None	5	5	3
Support:							
Email	Yes	Yes	Yes	No	Yes	Yes	Yes
Telephone	Yes	Yes	Yes	No	Yes	Yes	Yes
User guide as part of software (help section)	Yes	No	No	No	No	No	No
Training videos	Yes	Yes	Yes	No	No	No	No
Chat button	Yes	Yes	Yes	No	No	No	No
Provides support from credentialed valuers	Yes	No	No	No	No	No	No

Testimonials

- “I’ve used **Online Business Valuation** to value a **bar**, a **restaurant**, a **manufacturer**, a **trucking** company, and a **land title** company. My clients are both business owners and attorneys. I use it to value **estates**.”
- “In just 45 minutes, a business owner gets a great general idea about what his business is worth”



Picture This

- You can now introduce yourself to new customers (with the *proven* marketing kit) by providing a free business valuation
- Within minutes you can show customers what their business is worth
- You can then sell additional investments or insurance to ensure they can meet their financial objectives
- Its easy to qualify new *more profitable* customers



Life is good...

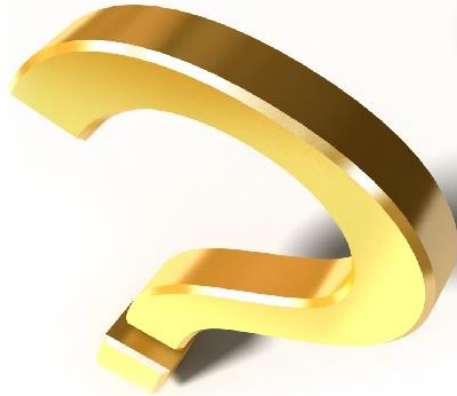


Next Steps

- Check out the product video
- See the Features & Benefits
- Download the white paper
- Access a FREE Trial Version
- Get the Price
- Call 1-800-825-8763



Questions & Answers



Thank You