

FINANCIAL
ADVISORS

GET A "HOOK" TO GENERATE LEADS

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



PROBLEM

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

Perhaps you should consider...

OnlineBusiness Valuation

The #1 Purely Market-Based
Online Business Valuation Software

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:

- 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.

Knowing the value of a client's business helps overall financial planning and understanding of your client's outstanding retirement needs.

In fact, how can you even calculate their financial needs 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.

- Differentiate yourself from competitors. Offer a FREE ballpark business valuation to attract clients.

*"It's a Lead Machine.
Excellent Job!"*



- **Identify Higher-Net Worth Individuals with More Assets.** Targeting business owners means you typically find individuals with high income. Offering a FREE business valuation adds value and credibility to help you close bigger accounts easily.
- **Provide Better Financial Planning Services.** Knowing what a business is worth makes it easier to assess the owner's finances.
- **Build Your Reputation as a "Trusted Advisor".** Most owners over-estimate their business' value putting your calculations at risk.

2. A COMPLETE MARKETING KIT

Contains proven lead generation approaches, helpful for all areas of your practice.

- **Personalized Report.** You have the option to personalize your clients' valuation reports with your logo.
- **Promotional Video.** Explains the value of a ballpark valuation. Easily send a video link to prospects.

- **Easy-to-follow Sales Manual.** Details the entire sales process of prospecting, explaining your services, and overcoming objections—all to help you close more business.

3. BEST BALLPARK VALUATION

- **Purely Market-Based Methodology.** Uses exclusive ValuSource Market Comps database, the world's largest database of over 40,000 comps (previous business sales).
- **SHOWS Actual Business Sales.** Shows you actual business sales (comps). Not based on theoretical calculations (easy to understand).

- **Requires minimal sensitive data.** Uses information your client already knows and does not expose highly-confidential information.
- **Uses Eight (8) Market Methods.** Includes Basic Method, Asset Value, Capitalization, Critical Factor, Debt Capacity, Industry Method, Comparable Transactions, and Weighted Factors.



MARKETING KIT INCLUDES

<ul style="list-style-type: none"> • Product Slick • Testimonials • Promotional Pick List • Email Templates • Phone Dialogues • Competitive Matrix 	<ul style="list-style-type: none"> • Sales Manual • Client PowerPoint • SEO Template • Sample Landing Page • Case Studies • Videos • Plus more...
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4. QUICKEST, EASIEST TO USE & UNDERSTAND

- **Guided Questions.** You follow an easy step-by-step process to complete your report.
- **Easiest & Fewest Input Values.** ONLY requires information your client typically already knows.
- **Easiest-to-understand Report.** Made for non-valuation professionals. No financial statements needed. Easy to interpret results.

5. BEST VALUE—MOST AFFORDABLE OPTION

- **Lower overall cost.** Get access to the online software at a *substantial* discount, plus it includes everything needed to help you generate leads (including getting leads from ValuSource).
- **Lower cost per report – unlimited reports.** Your package includes unlimited numbers of reports for substantially less than the cost of a single end-user report.
- **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.
- **Qualified LEADS.** As a partner, you have access to leads from ValuSource promotions.

WHAT NEXT?

- Visit OnlineBusinessValue.com for more Info
- Apply at Partners.ValuSource.com
- Call 1-800-825-8763



Why ValuSource?

For over 30 years, ValuSource has produced the #1 best-selling business valuation software and database (*over 90% market share*), sold by NACVA and used by the ISBA Certification Courses.



National Association of
Certified Valuers and Analysts

ValuSource has won Best Business Valuation Software from the CPA Practice Advisor 2016 and 2017 Reader's Choice Award.