Value Builder™ Program Overview

Program Purpose

The Value Builder™ Program is a structured business improvement system designed to help business owners increase the value, attractiveness, and transferability of their company. Rather than focusing solely on revenue growth, the program identifies the key factors that influence how buyers, investors, and lenders evaluate a business and provides a roadmap for improvement.

The program begins with a Value Builder Assessment, which benchmarks the company against thousands of privately held businesses and produces a Value Builder Score. The assessment measures performance across eight key value drivers that have been shown to significantly impact business value and sellability. (The Value Builder System™)

The 8 Drivers of Company Value

1. Financial Performance

Measures the company's profitability, cash flow, financial reporting quality, and overall financial health. Businesses with strong, predictable financial performance generally command higher valuation multiples. (The Value Builder System™)

2. Growth Potential

Evaluates the company's ability to scale, enter new markets, expand offerings, and generate future growth. Buyers invest in future earnings, not past performance. (Denver Business Coach)

3. Switzerland Structure

Assesses the degree to which the business is independent from any single customer, supplier, employee, or relationship. A diversified business is less risky and more valuable. (The Value Builder System™)

4. Valuation Teeter-Totter

Measures how efficiently the business converts growth into cash flow. Companies that require less working capital and generate stronger cash flow typically receive higher valuations. (The Value Builder System™)

5. Recurring Revenue

Examines the percentage of predictable, recurring revenue generated through subscriptions, contracts, memberships, maintenance agreements, or other repeatable revenue streams. (The Value Builder System™)

6. Monopoly Control

Evaluates the company's differentiation and pricing power. Businesses with a unique market position, proprietary advantage, or strong brand are less vulnerable to commoditization. (hoku-legacy.com)

7. Customer Satisfaction

Measures customer loyalty, referral activity, retention, and overall customer experience. Companies with highly satisfied customers tend to have stronger long-term value. (Value Builder System)

8. Hub & Spoke

Determines how dependent the business is on the owner. Companies that can operate successfully without the owner involved in daily operations are generally more valuable and transferable. (Value Builder System)

Program Structure

Phase 1: Assessment & Benchmarking

Timeframe: Weeks 1–2

Deliverables

- Value Builder Assessment
- Value Builder Score
- Eight Driver Analysis
- Benchmark comparison against peer companies
- Initial value improvement opportunities

Delivery Method

- Online assessment (15–20 minutes)
- Virtual or in-person review session
- Executive summary report

Phase 2: Strategic Value Roadmap

Timeframe: Weeks 3–4

Deliverables

- Value Gap Analysis
- Prioritized improvement opportunities
- 12-month Value Enhancement Roadmap
- Key Performance Indicators (KPIs)

Delivery Method

- Workshop session
- One-on-one advisory meeting
- Written strategic roadmap

Phase 3: Driver Improvement Implementation

Timeframe: Months 2–12

Focus Areas

- Financial Performance improvements
- Growth initiatives
- Customer diversification
- Recurring revenue development
- Management team strengthening
- Owner dependency reduction
- Operational systemization
- Customer experience enhancement

Delivery Method

- Monthly coaching sessions

- Quarterly business reviews
- KPI scorecards
- Accountability tracking

Phase 4: Value Optimization Review

Timeframe: Every 6 Months

Deliverables

- Reassessment of Value Builder Score
- Progress against baseline
- Updated Value Enhancement Plan
- Identification of new value opportunities

Delivery Method

- Online reassessment
- Executive review meeting
- Updated scorecard and action plan

Typical Engagement Timeline

Period	Objective
Month 1	Assessment & Benchmarking
Months 2–3	Strategic Planning & Quick Wins
Months 4–6	Core Driver Improvements
Months 7–9	Systemization & Management Development
Months 10–12	Value Optimization & Reassessment

Expected Outcomes

Participants gain:

- A clear understanding of the factors driving company value.

- A quantified Value Builder Score.
- Increased business attractiveness to buyers and investors.
- Reduced owner dependency.
- Improved profitability and cash flow.
- Stronger recurring revenue streams.
- Better management systems and accountability.
- A more valuable, transferable, and scalable business.

The ultimate objective is to build a business that can thrive independently of its owner while maximizing enterprise value and future strategic options. (The Value Builder System™)