ADVISOR TIPS

COMPANY VALUE

You built this for years. If you were to sell tomorrow, do you know what they would tell you it is worth?

Most owners overestimate, or underestimate, their own business. Knowing the real number, and what makes it rise, changes how you decide from here on.

Does this sound familiar?

And no, it is not just you. Almost every owner whose company grew has been through at least one of these.

01 You have never put a real value on the company, just a guess.

02 A buyer shows up and you do not know if the price is fair.

03 You want to bring in a partner or investor, but do not know what the stake is worth.

04 You feel the company is worth more than the numbers show, and cannot prove it.

The Cost of Waiting

Every company is valued one day. The difference is whether you arrive prepared or caught off guard.

01 What you do not fix today becomes a discount at the negotiation table tomorrow.

02 Owner dependence, loose numbers and lack of predictability pull the value down.

03 Those who only discover the value when selling almost always find a number lower than they deserved.

Company value is not intuition or emotion. It is what the numbers prove. We calculate it with method and show what to do so that number rises before any negotiation.

Why It Happens

Company value is not how much you would like, nor how much you billed last year. It is **how much it can generate from here on**, and how much of that is predictable.

Most businesses are worth less than they could for reasons that can be fixed:

owner dependence	**poorly demonstrated profit**
lack of predictability	

Those who do not know this **leave money on the table** right when it matters most.

What We Do

First, we put a real number on your company, with method, not guesswork.

Then, we show what is pulling that value down and what can be adjusted before any sale or fundraising.

If and when you decide to sell or bring in a partner, we lead the negotiation **from your side of the table**.

> It is valuation and M&A for what they really are: the realization of the value you took years to build.



A direct question

Do you know what your company is worth today? Not what you imagine. What **a buyer, a new partner or a bank** would actually calculate.

Knowing the real value changes how you make decisions. That is what we want to talk about.

We have led dozens of M&A and valuation operations, in sectors such as technology, communication and financial services, in Brazil and abroad.



Calculate my company's value

WhatsApp +55 (41) 98752-1444

fale.com@advisor.tips

advisor.tips/en/contact

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Name _____ Phone _____ Email _____