

Is Your Business Ready to Sell? The Owner's Self-Assessment

10 Questions That Reveal What Your Business Is Worth — and What's Standing in the Way

CoreyParchman.com | Don't Build It — Buy It

Most owners overestimate how ready their business is. This assessment gives you an honest score — and a clear roadmap to close the gap.

Answer each question honestly. Score yourself using the options at the end of each question. Then total your score and read your results below.

Name: _____ Business: _____ Date: _____

Question 1: Could your business operate without you for 90 days?

If the answer is no — or even 'probably not' — your business is owner-dependent. That is the single biggest discount buyers apply to purchase price.

Score: Yes (5) / Mostly (3) / No (0)

My score for this question: _____

Question 2: Are your financials clean, current, and prepared by a CPA?

Buyers and lenders require 3 years of clean financials. Messy books delay or kill deals.

Score: Yes, CPA-prepared (5) / Some years (3) / No (0)

My score for this question: _____

Question 3: Do you have documented systems and SOPs for core operations?

If the knowledge lives in your head and not in a document, it leaves when you leave.

Score: Fully documented (5) / Partially (2) / No documentation (0)

My score for this question: _____

Question 4: Is your customer base diversified (no single customer above 20%)?

High customer concentration is a major red flag for buyers and lenders.

Score: Yes, well diversified (5) / One customer 20–35% (2) / One customer >35% (0)

My score for this question: _____

Question 5: Is your revenue growing, flat, or declining?

Growing revenue commands the highest multiples. Declining revenue raises hard questions.

Score: Growing 10%+ YoY (5) / Flat (3) / Declining (0)

My score for this question: _____

Question 6: Do you have a team in place that will stay post-sale?

Buyers are acquiring the business — not just you. A strong team transfers value.

Score: Strong team, likely to stay (5) / Some key people (2) / Mostly dependent on me (0)

My score for this question: _____

Question 7: Are all your licenses, permits, and legal documents current and in order?

Surprises in legal due diligence kill deals or force price reductions.

Score: All current and organized (5) / Mostly (2) / Not sure (0)

My score for this question: _____

Question 8: Have you had a formal business valuation in the last 2 years?

Knowing your number before going to market puts you in control of the conversation.

Score: Yes, formal valuation (5) / Informal estimate (2) / No (0)

My score for this question: _____

Question 9: Do you have a clear understanding of your deal goals?

Price, timing, seller note willingness, employee protections, legacy terms — these should be defined before you talk to buyers.

Score: Clearly defined (5) / Some idea (2) / Not yet (0)

My score for this question: _____

Question 10: Do you have an M&A advisor or business broker identified?

Unrepresented sellers consistently leave money on the table and get worse deal terms.

Score: Yes, retained (5) / In conversations (2) / No (0)

My score for this question: _____

Your Results

SCORE	WHAT IT MEANS
40–50	Market-ready. Your business can go to market with confidence. Start interviewing brokers.
25–39	Almost there. 6–12 months of targeted prep will significantly improve your multiple.
10–24	Not yet ready. Significant work needed — but the roadmap is clear. Start with documentation and financials.
0–9	Early stage. You have time on your side. Begin building sellable systems now, even if exit is years away.

My total score: _____ / 50

Ready to discuss your exit? Book a free Discovery Call at CoreyParchman.com