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Learn Valuation Modeling

How to Price a Business Using Business Valuation Techniques

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Focus	Fluid Intelligence
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▶ Play Games

▶ When selling your business, or any business for that matter, the primary question should be focused on the value of the business. Business valuation techniques can range in complexity from a simple calculation that gives you ballpark figure to one that evaluates tangible and intangible factors to produce a more in-depth result.



Unfortunately, there is no standard business valuation formula that will work for all business types and circumstances. And, there is no generally approved 'right way' to arrive at an accurate business valuation. Accountants may view the figures one way while business brokers will evaluate based on a wider set of criteria. The difference is that accountants focus primarily on the books, while a good NJ business brokers will conduct in-depth research and use that data as a context in which to examine the numbers.

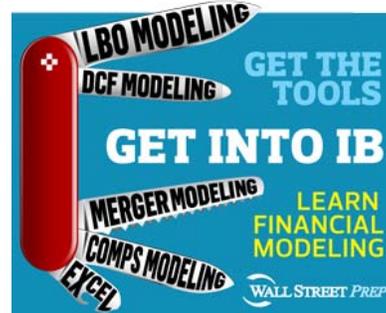
For example, a common business valuation technique includes calculating the set-up and entry cost of a new business. Factors like promotion, hiring and hard goods have to be forecast, along with the cost of competitive entry into an established market. Depending on how steep the competition is, the cost to build a new brand can be quite high.

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Common business valuation techniques include:

- **Market-based valuations:** frequently used by brokers, these and are based valuations are based on broker experiences selling similar entities. The broker may suggest a price based on the sale prices of other businesses in the same, industry. While not a terribly accurate business valuation method to it is common for the sale of smaller businesses.
- **Earnings-based valuation:** here a business broker will consider hitistorical financial figures, debt payments, cash flows past, present, and projected, and revenue. These valuations are often combined with asset-based valuations to arrive at a more accurate figure.



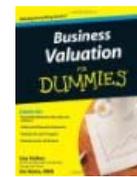
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