



Renovation Roadmap

Business Name: _____ **Date:** _____

Week 1: Broker's Estimated Values

Broker Name	Estimated Value and Comments
1.	
2.	
3.	

Comparable Sales or Listings

Business Name	Sale/Listing Price	Comments



Week 2: 5 Areas of Value Assessment and Valuation

	Strengths	Weaknesses
List		
Systems		
Property (including websites)		
Brand		
Intellectual Property		

Current Net Profit:	
Current Estimated Multiplier:	
Current Estimated Value:	



Week 3: Your Top Buyers

Buyer #1: _____

What they value most: _____

What they fear most: _____

Buyer #2: _____

What they value most: _____

What they fear most: _____

Buyer #3: _____

What they value most: _____

What they fear most: _____

Buyer #4: _____

What they value most: _____

What they fear most: _____



Your 5 Areas Of Value Priorities:

List	
Systems	
Property	
Brand	
Intellectual Property	