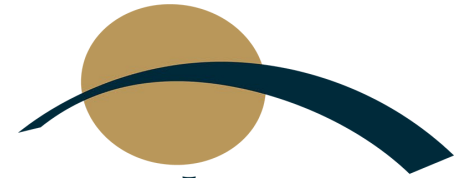


Ben Colman

Myers La Roche



  
**AUDIOLOGY**  
BUSINESS CENTRAL

  
**PODIATRY**  
BUSINESS CENTRAL

# Build to Sell

How to prepare for and execute  
the optimal sale of your clinic

Exit Planning



# Exit Planning – what is it?



Do nothing

Sell your business outright

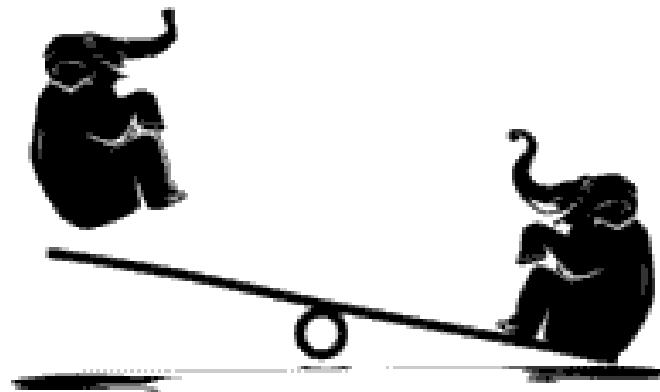
Run on a managed basis

- Employee Ownership Trust
- Family Investment Company
- Employee Share Scheme

Wind down and walk away

ENJOYMENT TODAY

BUILDING SOMETHING  
FOR TOMORROW



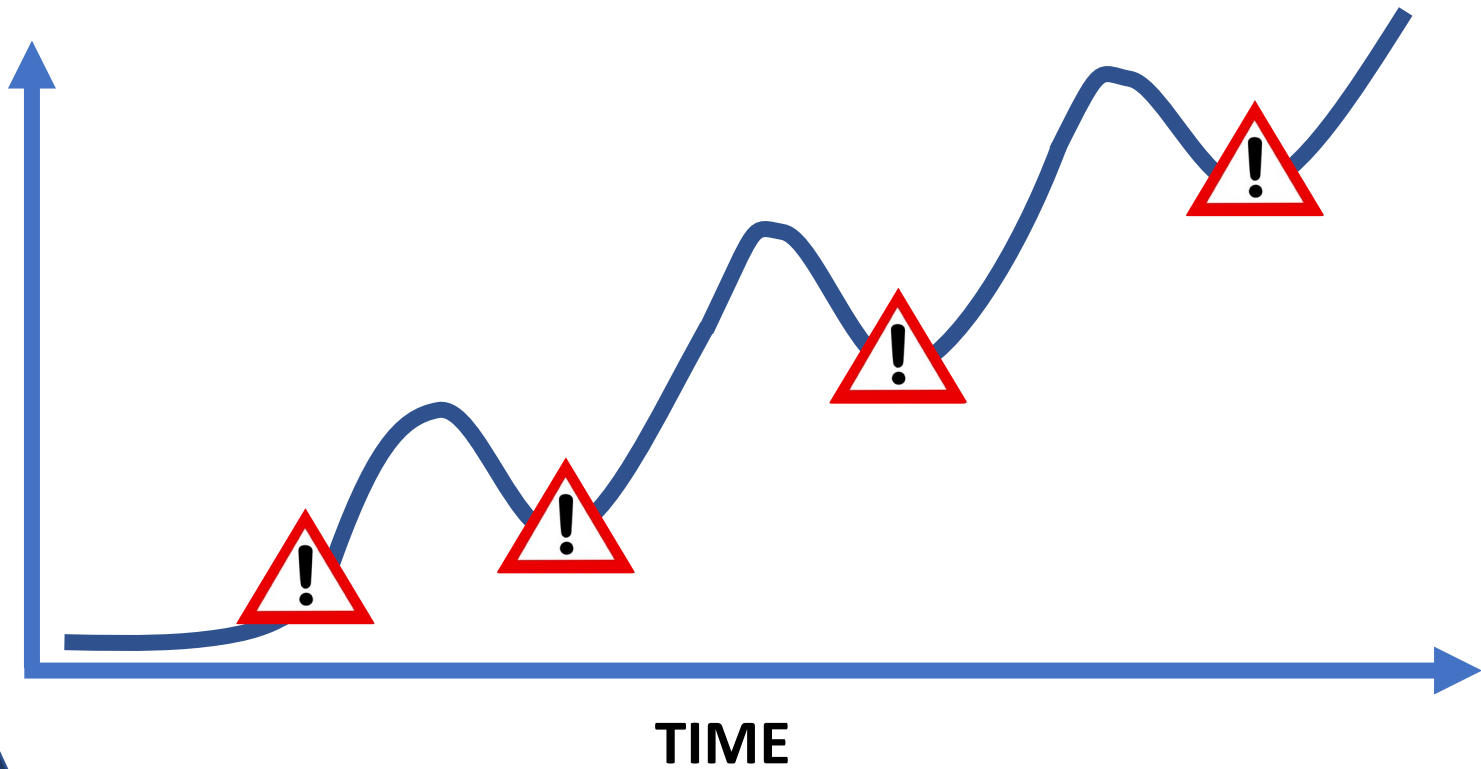
The future is bright -  
for those who do it right!





Emotion  
V  
Reality

DESIRE  
TO  
EXIT



When is the  
RIGHT time to  
exit my  
business?

It should be the right time for **YOU!**

Your business should be performing optimally and be ready to sell

Market conditions should be ideal

It should be  
the right time  
for YOU!



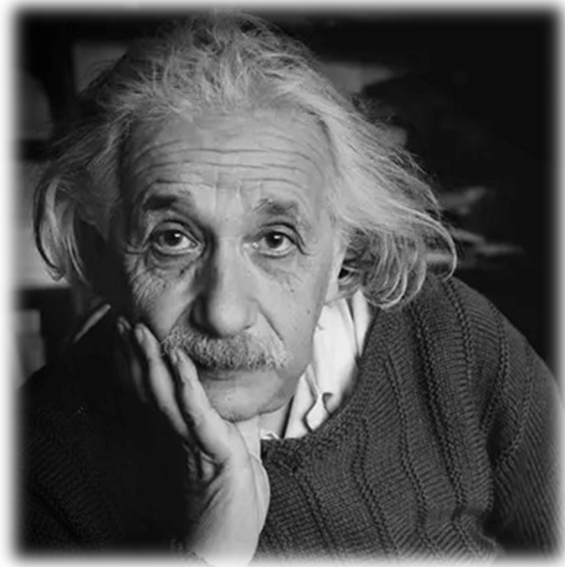
Your business should be performing optimally and be ready to sell



Market  
conditions  
should be ideal



**GROWTH**  
is the “raison  
d’être - sine  
qua non”!



“Compound  
interest is the 8th  
wonder of the  
world –  
he who  
understands it,  
earns it...  
he who doesn’t,  
pays it.”

Average 1000 patients 3 X per year @ £40 = £120,000

## See more people

Average 1100 patients

3 X per year @ £40

£132,000 = 10% growth

## Sell more to each person you see

Average 1100 patients

3 X per year @ £45

£148,500 = 24% growth

## See each person more often

Average 1100 patients

4 X per year @ £45

£198,000 = 65% growth



➤ VALUE

➤ ADD VALUE

➤ REVALUE





So should I sell  
my business  
now?

“Common sense  
isn't always  
common practice!”



Stephen R Covey  
Author of The 7 Habits of Highly Effective People

# What is the VALUE of Exit Planning?

Smooth transition out of your business

Reduce reliance on you as the owner

Lucrative income for retirement

Really know your business

Increase business value

# Build to Sell – key takeaways

Without growth, you're trending backwards!

Identify key points of failure / underperformance

Have clarity in thinking

Don't generalise - specialise

Start your exit planning journey early

Success is project completion



It's not where  
you start – it's  
where you want  
to finish!



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**PODIATRY**  
BUSINESS CENTRAL

Thank You  
&  
Questions



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