



Market Snapshot Valuation Report

An executive-level snapshot of current market value

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Sample report 2026



Financial Summary (Trailing 12 Months)

Based on owner-provided financial information and normalization adjustments

Category	Amount
Gross Revenue	1,050,000
Cost of Goods Sold	560,000
Labor	165,000
Rent & Occupancy	48,000
Other Operating Expenses	110,000
Owner Compensation	95,000
Add-Backs & Adjustments	40,000
Adjusted SDE	112,000

Normalization Adjustments

- Owner compensation normalized to market rate
- Personal expenses removed
- One-time costs excluded
- Non-operating items adjusted

Key Observations

- Revenue stability and margin profile
- Expense structure relative to peers
- Owner dependency and management depth



Performance Benchmarks (Trailing 12 Months)

Compare key expense categories to typical industry ranges to highlight strengths and gaps.

Category	Your %	Benchmark Range	What it Means
COGS	53.3%	50–65%	✅ On Target
Labor	15.7%	10–20%	✅ On Target
Rent & Occupancy	4.6%	3–7%	✅ On Target

How to Read This

- On Target = aligned with industry norms
- High = potential value leak
- Low = verify cost capture



Estimated Business Value Range

Estimated Market Value

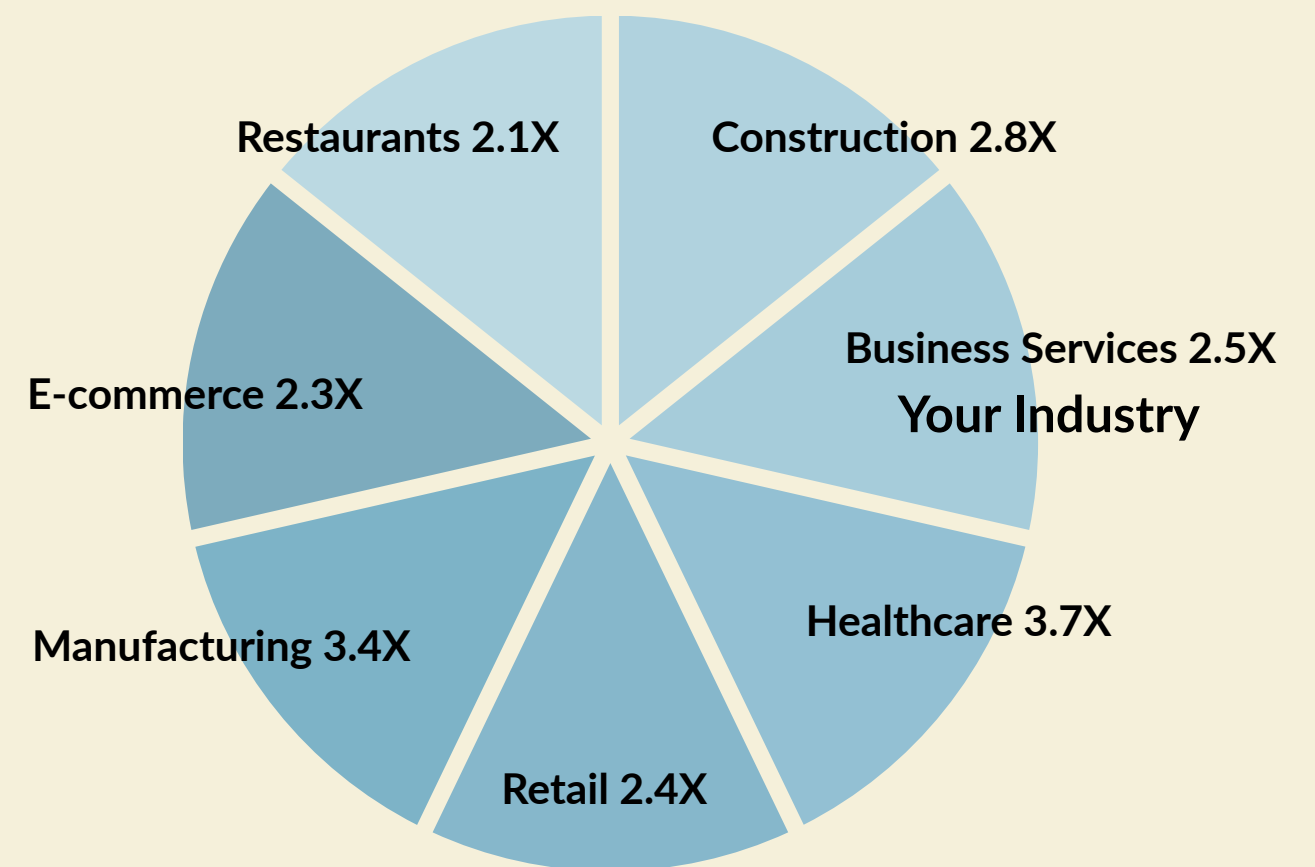
\$600,000 – \$700,000

Based on SDE of \$205,000 and 2.9x–3.4x multiple

How Your Industry Compares

Small-to-mid sized businesses are valued using Seller's Discretionary Earnings (SDE) multiples.

These vary based on risk profile, growth potential, and buyer demand. The chart illustrates typical valuation ranges across sectors.



What this means:

Businesses in this sector typically trade between 2.0x and 3.0x SDE, depending on operational risk and buyer perception.

Your valuation aligns with recent market transactions and reflects solid positioning.



Estimated Business Value Range

Strategic Considerations

Benchmark Your Performance

Compare your company's key financial metrics (revenue, margins, and SDE) to similar businesses in your industry. This helps you understand where you stand, identify gaps, and focus on the improvements that will have the biggest impact on valuation.

When a Full Valuation Is Appropriate

A deeper valuation may be appropriate if the owner is:

- Preparing for a sale
- Evaluating outside investment
- Considering a partner buy-in or buy-out
- Planning succession or exit
- Restructuring ownership

A Full Opinion of Value incorporates detailed financial modeling, risk assessment, and market data to support high-stakes decisions.



Focus on Value Drivers

Small changes in a few critical areas – like customer concentration, recurring revenue, or owner dependency – can significantly increase your company's value. Prioritize improvements in these areas now to maximize your sale price when you're ready to exit.