



THE
Baldwin & Clarke
COMPANIES

Baldwin & Clarke's *ValueDriver*

*Identify Your Opportunities to
Drive Business Growth and Value*

The What:

Baldwin and Clarke's ValueDriver identifies key opportunities for you to unlock value in your business. This diagnostic tool assesses **18 fundamental value drivers** (9 market and 9 operational drivers) that influence the growth, profitability, and ultimately, the enterprise value of what may well have been your life's or a significant portion of your life's work.

The Why:

With this tool, you will get an estimate¹ of your business's value as well as what it can potentially be worth in the future. By helping to understand the elements most responsible for the current "Value Gap" in your business, **B&C's ValueDriver can help prioritize your efforts** in order to capture additional value that will otherwise be left on the table.

The How:

B&C's ValueDriver is powered by CoreValue®. The program's algorithms were first developed by the Massachusetts Institute of Technology and has been successfully used by thousands of small to medium sized enterprises while being accepted by the National Association of Certified Valuators and Analysts ("NACVA").

VALUE DRIVER

DISCOVER

Your business rating & how well your organization aligns with best business practices and standards.

How your critical value drivers compare to other companies in your industry

Potential embedded value that can be unlocked from your enterprise.

PLAN

Focus on and address the three critical value drivers that account for most of your Value Gap.

Integrate your business and personal planning to ensure that your eventual exit plan meets your objectives.

Facilitates an assessment of your business sale readiness.

IMPLEMENT

An initial assessment, or "Discovery," takes less than a half hour and is complementary.

A deeper **ValueDriver** assessment can be completed and reviewed in less than 1/2 a day.

You decide on the appropriate depth of analysis.



Wealth Management · Legacy Planning · Exit Planning · Investment Banking

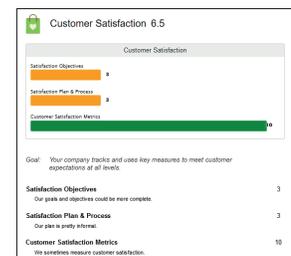
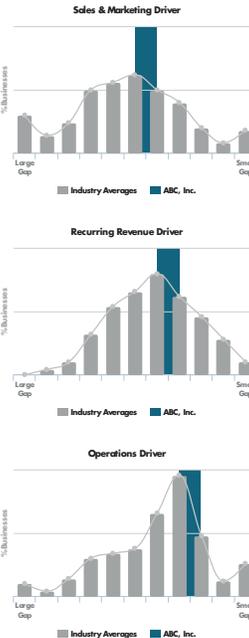
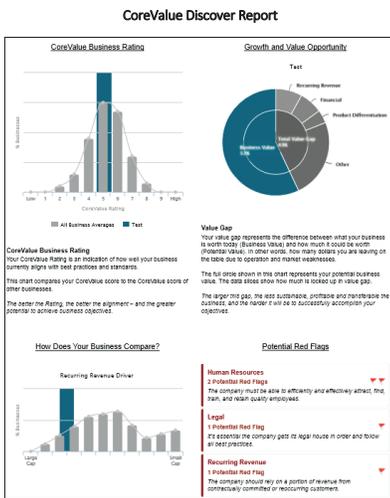
As an owner, manager and family member, you wear many hats and have much responsibility. Let Baldwin & Clarke's ValueDriver help you focus your business efforts and accelerate value creation.

ValueDriver

Enables you to understand the principal elements of your enterprise's value.

Helps you to quantify critical value drivers.

Allows you to better identify business priorities and "red flags".



To start your Discovery, visit <https://baldwinclarke.com/valuedriver> today!

1. B&C's ValueDriver employs software from CoreValue®. CoreValue's enterprise value is not a formal financial valuation nor is it a formal calculation of value and should not be used as such. The value as described in CoreValue® is a designed to be a benchmark "Operational Value" useful in helping identify how possible operational strengths and weaknesses may impact value. The goal is to ultimately help enhance value (Value Gap) through operational improvements. This report is not to be used for any reason other than as described above or by any other person except the client to whom the report is addressed.

2. Tax Advice Disclosure: To ensure compliance with requirements imposed by the IRS under Circular 230, we inform you that any U.S. federal tax advice contained in this communication (including any attachments), unless otherwise specifically stated, was not intended or written to be used, and cannot be used, for (1) avoiding penalties under the Internal Revenue Code or (2) promoting, marketing or recommending to another party any matters addressed herein. Any information or written material provided to you by the Baldwin & Clarke Companies including, but not limited to, information or written material concerning third-party vendors or service providers should not be construed as advice or in any way an endorsement or recommendation given by the Baldwin & Clarke Companies. Opinions expressed are current opinions only as of the date provided. The Baldwin & Clarke Companies does not accept any responsibility to update any opinions or other information contained in this material. This material should not form the primary basis for any decision that you make in relation to matters referred to herein. The Baldwin & Clarke Companies has not taken any steps to verify the adequacy, accuracy or completeness of data making up the basis of CoreValue® Software analyses or reports.