

THE MAX VALUE METHOD:

HOW BUSINESS OWNERS CAN SELL SMART, SELL STRONG & SELL FOR MORE

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INTRODUCTION — FROM BUSINESS OWNER TO BUSINESS BROKER

If you're reading this, chances are you've thought about selling your business — maybe not today, but someday.

Here's the good news:

You are talking to someone who's been where you are.

I'm not a corporate broker who's never personally signed payroll checks for his employees. I'm not someone who "studies entrepreneurs."

I am an entrepreneur.

Just like you.
Just like thousands of business owners grinding every day to keep customers happy, keep the team motivated, balance cash flow, and pay all the bills on time. Meanwhile, keeping a smile on your face.

I built my business from the ground up.

And I sold it after 31 years.
For the max.
And I walked away with something far more valuable than money:

Freedom.

Freedom to choose how I spend my time.
Freedom to chart a different course.
Freedom to build new things.

That's why my mantra is simple:

"BaldRuss is like you; he owned a business too!"

The reality is that I sold it for the max and I'm now living life brand new.

I know the questions that hit you at 2 am:

- Who will buy my business, and is it worth what I hope?
- Should I sell now or wait?
- Are there ways for me to increase its value?
- Who can I trust to help me sell my business?

This eBook is my way of sharing everything I learned — the truths, the mistakes I almost made, the leverage points, and the exact strategy I now use to help other business owners sell for maximum value.

Selling your business isn't an ending. It is the beginning of new opportunities.

Let's achieve your new opportunity together.

CHAPTER 1: RETHINKING WHAT IT MEANS TO SELL YOUR BUSINESS

Most business owners think selling their business means "walking away."
Wrong.

Selling is not a finish line — it's a launch pad.
The truth is, selling your business will likely be the largest financial event of your life.
The reality is that too many owners treat selling their business way too casually. They sell too fast, too late, or for far less money than they deserve.

Why?

1. They aren't prepared.

Your books, processes, contracts, and operations must be clean and clear.
If they're not, buyers see risk — and risk lowers offers.

2. They settle for the first decent offer.

Fatigue will trick you into rushing.
But competition is what drives prices up.
One buyer = leverage for them.
Multiple buyers = leverage for you.

3. They think like operators, not deal-makers.

Running your company and selling your company require different mindsets.
When it's time to sell, you must transform from operator to strategist.

The Real Goal Isn't Money — It's Freedom
Selling your business isn't just a transaction.
It's fuel for the life you want next.
Time. Options. Peace.

You didn't build a business to die working in it.
You built it to eventually buy back your life.

CHAPTER 2: THE BALDRUSS MAX-VALUE FORMULA

I sold my business for more than I expected. Not because I was lucky, but because I followed a formula that works every time.

The Max-Value Formula Has 3 Pillars:

1. Valuation: Know What You're REALLY Worth

Most owners guess.
Buyers don't guess.
They calculate.

A true valuation reveals:

- Your real profitability
- Your add-back
- Your market multipl
- Your risk factors
- Your positive reputation and story

Knowledge is leverage.
Leverage increases price.

2. Timing: Sell When the Curve Is Going Up

The best time to sell is when your numbers show momentum — even small improvements matter.
Most owners wait until they're exhausted. By then?
The business starts slipping.
Buyers notice.

3. Buyer Fit: The Right Buyer Pays More

A buyer who sees your company as a "job" will lowball.
A buyer who sees your company as a scalable asset will pay a premium.

My job is to find those premium buyers — the ones who see value you may never have noticed.

CHAPTER 3: HOW TO PREPARE YOUR BUSINESS FOR TOP DOLLAR

Buyers don't pay top dollar for chaos.
They pay top dollar for clarity.

1. Financial Preparation
Buyers want clean numbers, simple categories, and organized books.
This includes:

- Clear P&L's
- Recasted (aka cleaned-up) Financials
- Add-backs documented
- No unexplained swings

Clean numbers = higher offers.

2. Operational Preparation

If the business falls apart without you, the price drops.
Documentation, SOP's, contracts, technology — all of this reduces buyer risk.

3. Emotional Preparation
The biggest hurdle isn't financial.
It's emotional.
You must come to terms with letting go so you can move on with purpose, excitement, and clarity.

Prepared owners get more.
Unprepared owners lose more.
It's that simple.

CHAPTER 4: THE REAL MECHANICS OF SELLING A BUSINESS

Selling isn't posting your business online.
It's a strategic, confidential, highly-controlled process.

Here's how I handle it:

1. Valuation

We determine your true market value based on data, comps, add-backs, and buyer trends.

2. Confidential Marketing

Your employees, customers, vendors, and competitors never find out.

3. Buyer Vetting

I filter out "tire-kickers" so only real, qualified buyers see your deal.

4. Negotiation Strategy

This is where most sellers lose money.
I create leverage through competition — a bidding environment.

5. Closing
Attorneys, accountants, documentation, due diligence — I guide the entire timeline.

Selling alone is possible.
Selling for top dollar?

That requires expertise, strategy, and negotiation.

CHAPTER 5: LIFE AFTER THE EXIT: FREEDOM

When I sold my business, it felt like someone took 200 pounds off my shoulders. Suddenly, I had:

- Time I didn't know I was missing
- Space to think
- Room to breathe
- Options for the first time in decades

Here's what life after a sale often looks like:

Retirement with Purpose

Travel, relax, spend time with family — without guilt or financial worry.

New Ventures

Many owners rediscover their creative spark.
**I chose to create the BaldRuss brand and become a Florida Business Broker!

Investing

Turn your exit into long-term wealth.

Lifestyle Freedom

Move, build, explore — whatever makes you feel alive.
Now you realize that selling your business didn't end your story! It just started a new one.

CHAPTER 6: FREEDOM AT LAST

Frank, 61 – Landscaping Company

Frank thought he'd never retire. No family or employees that wanted to take over. Franks business also included about 2 acres of manicured property that presents very well. Also part of the sale was a 50' x 125' Maintenance Shop that included a locker room, bathroom and shower. All his service vehicles were newer and well maintained. I helped Frank clean up his financials and positioned his business so that it was very attractive to numerous buyers. Frank took the time to make the changes he and I talked about. He was rewarded with a lucrative offer, and he jumped on the opportunity. That decision changed his life. At last check, Frank is enjoying his time on the lake and fishing with his grandkids.

Elaine, 49 – Pack and Ship Retail Store Owner

Burned out and emotionally drained. After spending some time with Elaine, she completed the steps necessary to make her business sellable and attractive to a new owner. We positioned her business as a turnkey retail system and it sold at 60 days. Elaine has since reclaimed her happiness.

Mark, 59 – Commercial Electrical Contractor

Mark's been working at least 60 hours a week for what seems like forever. His business, his reputation, his financials, everything was top notch. His company was his baby. The last two years logged record breaking sales. But, like many other contractors, he just didn't know what the right path was to sell his company. Plus, he didn't want the word getting out that he was for sale and potentially lose customers or employees. For Mark, selling was an emotional topic and he wanted his company and his years of goodwill to continue to flourish with the new owner. After getting his Profit and Loss and Tax Returns from the last three years, I completed a business valuation of Mark's business. We then sat down together a few days later, I showed him his business valuation, we compared sales of similar electrical contractors in Florida and I explained the confidentiality his listing receives once it's listed. Mark felt reassured and relieved, so together we proceeded with his Listing Agreement. His company and commercial real estate had multiple offers within 30 days. Mark is a success story! He now refurbs and flips houses part-time, purchased his dream Corvette, secured a financial legacy for his family and IS HAVING A BLAST with his newfound freedom!!

Every story is different.
The outcome is the same: Freedom.

CHAPTER 7: YOUR NEXT STEP – DON'T JUST SELL. SELL SMART.

If you've ever wondered whether you should sell — the answer is simple:

Start preparing now.
Preparation increases value. Taking your foot off the gas before you sell is a BAD strategy.
Lack of preparation decreases value.
My job is to help you:

- Understand your value
- Maximize your value
- Sell your business for the max

Just like I did.

Call to Action

If you're ready to explore your options, your future, and your freedom:
👉 **Visit https://www.baldruss.com/**
👉 **Schedule a confidential consultation with me. My passion is to help business owners like you achieve financial success and most importantly FREEDOM!**
👉 **Let's map out your personalized Max-Value Strategy**

Remember, BaldRuss is like you; he owned a business too. I sold it for the max...and you can too!!

CONCLUSION: FREEDOM AWAITS.

You built the business.
You sacrificed.
You carried the weight.
You made it what it is today.

Now it's time to make your business work for you.

Whether your next chapter is rest, reinvention, or reinvestment, one thing is certain:

It starts with a smart exit.
A prepared exit.
A max-value exit.

Let's go get it — together.
Visit https://www.baldruss.com/ to begin.

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