



# Exit Readiness Assessment

How prepared is your business for a successful exit?

Prepared by Prevail Transaction Partners

## How to Use This Assessment

The Exit Readiness Assessment is designed to help you evaluate how prepared your business is for a sale, whether that sale is imminent or several years away. This is not a test and there are no right or wrong scores.

The purpose of this assessment is clarity. It highlights strengths to build on and gaps that may affect value, deal structure, or timing.

For each statement below, rate your business on a scale of 1 to 5:

**1** = Strongly disagree / Not in place

**2** = Somewhat in place, significant gaps remain

**3** = Partially in place

**4** = Mostly in place, minor gaps remain

**5** = Strongly agree / Fully in place

**Answer honestly based on your current reality, not where you hope to be.**

## Section 1: Personal Readiness

This section assesses your readiness as an owner. Even a well-run business can struggle to sell if the owner is not personally prepared.

Question	1	2	3	4	5
I am clear on why I want to sell my business.					
I have a clear vision for what life looks like after the sale.					
I am emotionally prepared to let go of day-to-day control.					
I have discussed a potential sale with my family or key stakeholders.					
I understand what a successful outcome means to me beyond price.					
<b>Total Score for Section 1</b>					

## Section 2: Financial Readiness

This section focuses on the quality, clarity, and credibility of your financials.

Question	1	2	3	4	5
My financial statements are accurate, current, and consistently prepared.					
Revenue and cash flow are stable or trending positively.					
I can clearly explain any unusual or non-recurring expenses.					
The business has predictable margins relative to industry norms.					
I understand how buyers are likely to value my business.					
<b>Total Score for Section 2</b>					

### Section 3: Operations & Owner Dependence

Buyers place a premium on businesses that can operate without heavy owner involvement.

Question	1	2	3	4	5
The business can operate effectively without my daily involvement.					
Key processes and systems are documented and repeatable.					
Responsibilities are clearly delegated to employees or managers.					
I am not the sole driver of sales or customer relationships.					
The business could transition smoothly to new ownership.					
<b>Total Score for Section 3</b>					

## Section 4: Team & Leadership

A strong team reduces risk and increases buyer confidence.

Question	1	2	3	4	5
I have a reliable management team or key employees in place.					
Key employees are likely to remain with the business post-sale.					
Roles and responsibilities are clearly defined.					
The team is capable of executing growth plans.					
Incentives or retention plans are in place for critical staff.					
<b>Total Score for Section 4</b>					

## Section 5: Customers, Market & Growth

This section evaluates revenue quality and future potential.

Question	1	2	3	4	5
Revenue is diversified across customers.					
Customer relationships are durable and repeatable.					
The business has a clear competitive advantage.					
There is clear opportunity for growth under new ownership.					
The business is well positioned within its industry.					
<b>Total Score for Section 5</b>					

## Section 6: Risk & Deal Readiness

Buyers assess risk carefully during diligence. Awareness improves outcomes.

Question	1	2	3	4	5
Legal, regulatory, and licensing matters are in good standing.					
There are no unresolved disputes or hidden liabilities.					
Assets, leases, and contracts are transferable.					
I understand how deal structure could impact proceeds.					
I feel confident entering a sale process.					
<b>Total Score for Section 6</b>					

## Section 7: Scoring & Interpretation

Insert your scores from each section and add them together for a **Total Score**.

Section 1	
Section 2	
Section 3	
Section 4	
Section 5	
Section 6	
<b>Total</b>	

### How to interpret your score:

#### **120–150: Strong readiness**

Businesses in this range are generally well-positioned for a sale. Key fundamentals such as financial clarity, operational transferability, and owner readiness are largely in place. This does not mean there is nothing to improve, but it suggests that the business could credibly engage buyers and withstand due diligence with limited friction. Owners in this range are often deciding *when* and *how* to sell, rather than *if* preparation is needed.

#### **90–119: Moderate readiness, preparation recommended**

This range is very common. It indicates a solid foundation with identifiable gaps that could impact value, deal structure, or buyer confidence if left unaddressed. With targeted preparation, businesses in this range can often materially improve outcomes. Owners here typically benefit most from prioritizing a few high-impact improvements before going to market.

#### **Below 90: Early-stage readiness, preparation strongly recommended**

A score in this range suggests that selling today may introduce unnecessary risk, pressure, or value reduction. This does not reflect a bad business. It simply indicates that key elements such as financial clarity, owner independence, or risk mitigation need attention. Focused preparation can significantly change the trajectory and improve your sale price.

## Next Steps

If you would like help interpreting your results or understanding how to improve readiness, we invite you to continue the conversation.

- Schedule an Exit Readiness discussion
- Explore your potential business value and purchase price
- Begin targeted preparation

Visit [www.prevailprtnrs.com](http://www.prevailprtnrs.com) to take the next step.