PREVAIL
TRANSACTION PARTNERS

SELLER'S TOOLKIT

Exit Readiness *Assessment*

How prepared is your business for a successful exit? A six-part self-assessment to reveal your strengths and the gaps worth closing before you go to market.

Prepared by **Prevail Transaction Partners**

prevailprtnrs.com

HOW TO USE THIS ASSESSMENT

Answer honestly. Clarity is the point.

This assessment helps you evaluate how prepared your business is for a sale — whether that sale is imminent or several years away. It is not a test, and there are no right or wrong scores.

The purpose is clarity. Your answers highlight strengths to build on and gaps that may affect value, deal structure, or timing. Rate your business as it is **today**, based on your current reality rather than where you hope to be. The most useful results come from the most honest ones.

Rate each statement from 1 to 5

1 — Strongly disagree / not in place **2** — Somewhat in place, significant gaps **3** — Partially in place

4 — Mostly in place, minor gaps **5** — Strongly agree / fully in place

BEFORE YOU START

Each of the six sections contains five statements, for a maximum of 150 points. Total your score at the end to find where you stand and what to prioritize next.

SECTION 01

Personal Readiness

Even a well-run business can stall in a sale if the owner isn't personally prepared. This section looks at your clarity, your motivation, and your readiness to let go.

Statement	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.	☐	☐	☐	☐	☐
Section subtotal					

SECTION 02

Financial Readiness

Buyers underwrite cash flow, and they start with your financials. This section gauges the quality, clarity, and credibility of your numbers.

Statement	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.	☐	☐	☐	☐	☐
Section subtotal					

SECTION 03

Operations & Owner Dependence

Buyers pay a premium for businesses that run without heavy owner involvement. This section measures how transferable your operations really are.

Statement	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.	☐	☐	☐	☐	☐
Section subtotal					

SECTION 04

Team & Leadership

A capable team reduces perceived risk and gives a buyer confidence the business will thrive after you exit.

Statement	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.	☐	☐	☐	☐	☐
Section subtotal					

SECTION 05

Customers, Market & Growth

This section evaluates the durability of your revenue and the growth story a buyer can step into.

Statement	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.	☐	☐	☐	☐	☐
Section subtotal					

SECTION 06

Risk & Deal Readiness

Buyers scrutinize risk during diligence. Knowing where you stand ahead of time is what keeps a deal on track.

Statement	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.	☐	☐	☐	☐	☐
Section subtotal					

SECTION 07

Score & interpretation

Enter each section subtotal below and add them together for your total score.

Section 01 — Personal Readiness	______ / 25
Section 02 — Financial Readiness	______ / 25
Section 03 — Operations & Owner Dependence	______ / 25
Section 04 — Team & Leadership	______ / 25
Section 05 — Customers, Market & Growth	______ / 25
Section 06 — Risk & Deal Readiness	______ / 25
Total score	**______ / 150**

What your score suggests

120–150 STRONG READINESS	Your business is generally well-positioned for a sale. The fundamentals — financial clarity, operational transferability, owner readiness — are largely in place. There is always something to refine, but you could credibly engage buyers and withstand diligence with limited friction. Owners here are usually deciding **when and how** to sell, not whether preparation is needed.
90–119 MODERATE READINESS	This is the most common range, and an encouraging one. It signals a solid foundation with identifiable gaps that could affect value, structure, or buyer confidence if left unaddressed. Targeted preparation on a few high-impact areas can meaningfully improve your outcome before you go to market.
Below 90 EARLY-STAGE READINESS	Selling today may introduce unnecessary risk, pressure, or value erosion. This is not a reflection of a bad business — it simply means key elements like financial clarity, owner independence, or risk mitigation need attention first. Focused preparation can change your trajectory and your eventual price.

Where to go from here

Wherever you landed, the next step is a conversation. We can help you interpret your results and turn them into a focused plan.

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

Visit prevailprtnrs.com to take the next step.