

STRATEGIC BUSINESS VALUATION

By David Lopez, CVA

Most business owners don't know what their company is truly worth, or which levers actually move the number. The Strategic Valuation gives you a **clear picture of today's value and a working model to drive it higher**, so every decision you make from here is pointed in the right direction.

The Strategic Valuation gives you the clarity to act with confidence and the roadmap to close the gap to multiply your value and net worth.



FOCUS: Know what the business is worth today and which levers will move the number tomorrow.



THIS IS FOR: Founders and executives who want to shape the value of the business, not just to measure it.



OUTCOME: A detailed report, a working financial model, and a clear view of the levers that drive value.

DAVID LOPEZ

Certified Valuation Analyst



With over 20 years of experience, David Lopez is the Principal at Summa, a business valuation and exit readiness firm. Former Deloitte and PwC consultant, and former CFO, David holds an INCAE MBA (under a full scholarship), has spoken at TEDx twice and is a credentialed NACVA member (#1035454). In his valuation career, David has completed over 200 valuations totaling \$5B.

WHAT'S INCLUDED:

- ✓ **Get an indication of value from a valuation expert** and learn the real value of your business before you respond to an offer, sit on a negotiation, or make your next business move.
- ✓ **Full valuation report** with the details, assumptions, and calculations fully documented so you can stand behind the number in any conversation.
- ✓ **Professional-grade financial model** built for your business and delivered alongside the report, so you can run scenarios, stress-test assumptions, and update the model as the business evolves.
- ✓ **Scenario and sensitivity analysis** with quantified upside and downside cases, showing how shifts in growth, margin, or risk translate into enterprise value at the deal table.
- ✓ **Get a 12-to-24-month value roadmap** to increase the value of the business with curated resources, proven strategies, and warm introductions to David's partner network.

YOU JUST MADE ME A
MILLION DOLLARS.

A recent client renegotiated their LOI and increased the offer by \$1M with our certified valuation on the table.