



A U R O R A

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# Financial Overview

	2016	2017	2018	2019	2020	2021
<b>Revenue</b>	\$540,000	\$520,000	\$546,000	\$652,000	\$442,000	\$546,000
<b>Profit</b>	\$251,000	\$248,000	\$256,500	\$362,400	\$246,000	\$258,000

# Assets

Assets	Estimated Value
computer equipment	\$500
2 printers	\$800
1 conference table	\$3,000
8 desks	\$1,000
4 office chairs	\$2,500
2 fax machines	\$600
5 laptops	\$20,000
<b>Total Assets</b>	<b>\$28,400</b>

## Estimated Valuation

\$52M

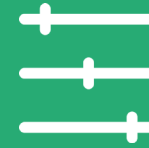
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The information provided through the ExitGuide services does not constitute legal, tax, financial or accounting advice, and should not be considered a substitute for obtaining competent personalized advice from a licensed professional. You should seek professional advice before making any decision that could affect your business.



### How accurate is this estimate?

This estimated valuation is not as thorough as a valuation conducted by a professional appraiser or CPA, but it is often enough to start your exit. The estimated valuation provided through the ExitGuide services does not constitute legal, tax, financial or accounting advice, and should not be considered a substitute for obtaining competent personalized advice from a licensed professional. You should seek professional advice before making any decision that could affect your business.



### Why is the estimate a range of values?

There are many factors that are used to value a business, many of which can introduce uncertainty. It can be difficult to value intangible assets, such as the value of a company's brand or reputation, or the market for similar businesses in particular region. The range of estimates in your valuation serve as good low and high estimates that reflect the uncertainty involved in valuing and selling a business.



### How was this calculated?

ExitGuide calculates your estimated valuation by starting with the revenue and net profit figures you provided in your assessment, and then applying an earnings multiple derived from other businesses in your industry.



### Why might the estimate be negative?

If the net profit of the business is negative, then the estimated valuation will also be negative. However, it may be possible to improve the value of your business with the help of a business coach, or sell the assets.

# About ExitGuide

ExitGuide is an online service that educates small business owners seeking to exit a small business. The company provides content and basic tools at no cost to owners including an estimated value of their business based on the financial information provided by the owner through an online form on the ExitGuide website.

Owners may seek advice from an employee or agent of ExitGuide (a coach) however, no such advice should be construed as legal, financial or tax advice.

To learn more about the company and services provided please go to [www.exitguide.com](http://www.exitguide.com)

# Assessment Methodology

ExitGuide calculates your estimated valuation by starting with the revenue and net profit figures you provided in your assessment, and then applying an earnings multiple derived from other businesses in your industry.

There are many factors that are used to value a business, many of which can introduce uncertainty. It can be difficult to value intangible assets, such as the value of a company's brand or reputation, or the market for similar businesses in a particular region. The range of estimates in your estimated valuation serve as good low and high estimates that reflect the uncertainty involved in valuing and selling a business.

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# ExitGuide