

PODCAST GUEST

Kevin Simpson

Valuation and deal lead, BuiltWorth Advisory



ABOUT KEVIN

Kevin has spent decades inside owner-operated companies as an operator and advisor, working through the ActionCOACH and AddingZeros methodologies with businesses across North America. He builds the valuation, leads the deal, and shapes the story buyers pay for. He is currently leading a live sell-side mandate in the \$6M to \$8M range.

I have sat with owners at their kitchen tables when the first offer came in low, and watched forty years of work get priced like a used truck. Nobody should end their story that way.

THREE EPISODES, READY TO RECORD

Plan A or Plan B

How an owner in his late fifties decides in 30 minutes if he should sell now or grow for 12 to 24 months first, and the questions a buyer will ask either way.

Every \$250K of EBITDA is a million dollars, once

Why the average multiple on \$1M to \$5M deals sits near 4.1x, and the three operating fixes that move earnings fastest before a sale.

The first offer is not the market

What changes when three to five qualified buyers compete for the same company, and why one buyer at the table is a formula, not a price.

ASK HIM ABOUT

1. What is the first thing a buyer discounts, and why is it an operating problem, not a financial one?
2. How do you tell an owner the number is lower than the retirement he planned around?
3. What does "diligence-ready" look like on a shop floor, not a spreadsheet?
4. When should an owner walk away from a sale?
5. Why does a coaching background matter in a deal?

WHO THIS SERVES

Owner-operators aged 52 to 68 with \$1M to \$5M in EBITDA, especially in home services, self-storage, and dental. Listeners who built it with their hands and want to be paid for it once.

LOGISTICS

Format	Audio or video, remote
Length	30 to 60 minutes
Records from	Calgary, Mountain time
Scheduling	On your calendar, two weeks out
Promotion	Shared to firm LinkedIn and email list

Book Kevin

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The work of a lifetime deserves more than a formula and a number.

PODCAST GUEST

Jarrood Stanton

Vetting and deal support, BuiltWorth Advisory



ABOUT JARROD

Jarrood has spent twenty years consulting hands-on inside owner-built companies, from husband-and-wife shops to businesses selling for eight figures. He vets every number, pressure-tests every claim, and checks everything twice, because a deal built on soft numbers falls apart in diligence, and a deal built on hard ones closes. He also qualifies the buyers who get a seat at the table.

I have watched owners cry in our office because nobody wanted what they built. Almost every time, the business was better than the buyer could see. Making the value visible is the whole job.

THREE EPISODES, READY TO RECORD

The buyer list is the business plan

How building 25 named, qualified buyers in a vertical changes the price before the business ever goes to market.

What a quality of earnings review does to your price

Why most deals get repriced after a buyer tests the numbers, and how to run that test on yourself twelve months early.

How buyers talk about sellers when no seller is in the room

What Jarrood heard at a national M&A masterclass this year, and what an owner should do about it.

ASK HIM ABOUT

1. What separates a buyer who closes from a buyer who collects listings?
2. Which add-backs survive diligence and which ones get thrown out?
3. Why does customer concentration scare buyers more than owners expect?
4. What should an owner fix first if a sale is two years out?
5. How do you keep a seller's time protected during a process?

WHO THIS SERVES

Owner-operators aged 52 to 68 with \$1M to \$5M in EBITDA, especially in home services, self-storage, and dental. Also buyers who want prepared businesses with proven numbers.

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