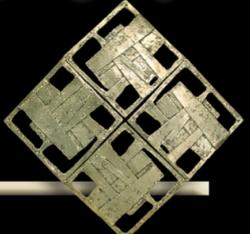


Exit On Your Own Terms: Valuing And Selling Your Practice

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Get To Know The Financial Diva



Get To Know The Financial Diva



THE
FINANCIAL
DIVA
Victoria L. Woods

**Founder and CEO of
ChappelWood Financial
Services in Edmond, OK.**

**Host of *It's All About the
\$Money, Honey!* weekly radio
show.**

**Author of *It's All About the
\$Money, Honey!***

**Named 100 Women To KNOW
In America by KNOW Women.**

Get To Know The Financial Diva



THE
FINANCIAL
DIVA
Victoria L. Woods

As Seen And Heard On



The Market Is Shrinking

Less than 25% of all doctors work in private practice.

Overpricing is the #1 reason businesses don't sell.

Overestimating the pool of potential buyers is #2.

You need to understand what will affect and drive price.



Buyers Don't Pay For Potential

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Cash flow for the past 3-5 years was typical for valuation. After COVID, it's now 12-18 months.

What processes, systems, billing/collections, and technology are established?

How well established are you in the market?



**Location,
Location,
Location**

What are the advantages and disadvantages of your physical location(s)?

Do you own your building or lease?

Access and visibility?

Is your building generating other cash flow? Is that included in the sale?



Performance Matters

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What are your (KPIs)?

**Don't know what this is?
Payback for all those
unreadable blood tests!**

**You need to know your key
numbers. Financial
performance. Growth
potential. Patient satisfaction.
Google reviews.**

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Your Practice Is Not Your Retirement Plan

**There is no guarantee it will sell
for what you want.**

**You need to build wealth outside
of your business.**

**Can you structure the sale of your
practice as an Installment Sale to
provide you cash flow for a period
of years?**

Set Aside Your Ego

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Your lifetime of work is important to you.

Getting the best price is what's important to a potential buyer.

**It's not about being right.
It's about what's effective.**

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Adjust The Gears

**Price, Terms, Duration.
Only two can be adjusted at any
time.**

**You choose which are most
important.**



Plan Your Exit Strategy

You need to participate in the “re-opening” with the new owner(s).

Reaching age 65 should not be the trigger to sell.

Be prepared for opportunities when they come along.

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Assemble Your Team

Primary Financial Advisor

CPA

Business Valuation Consultant

Attorney

Real Estate Professional

Banker/Financier



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Success Isn't Magic, It's Preparation



Maximize Your Benefit Stream Ratio



Questions?

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