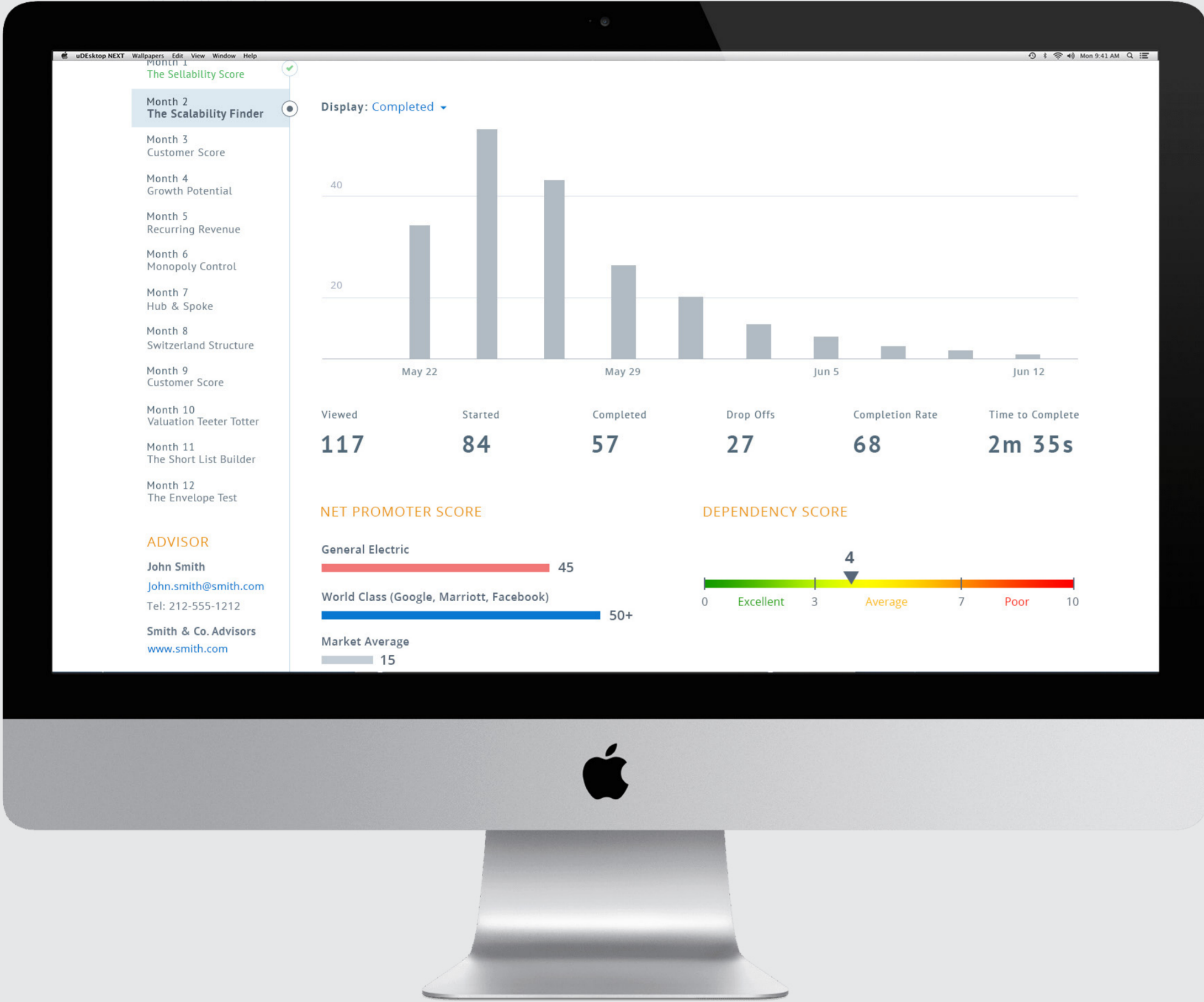


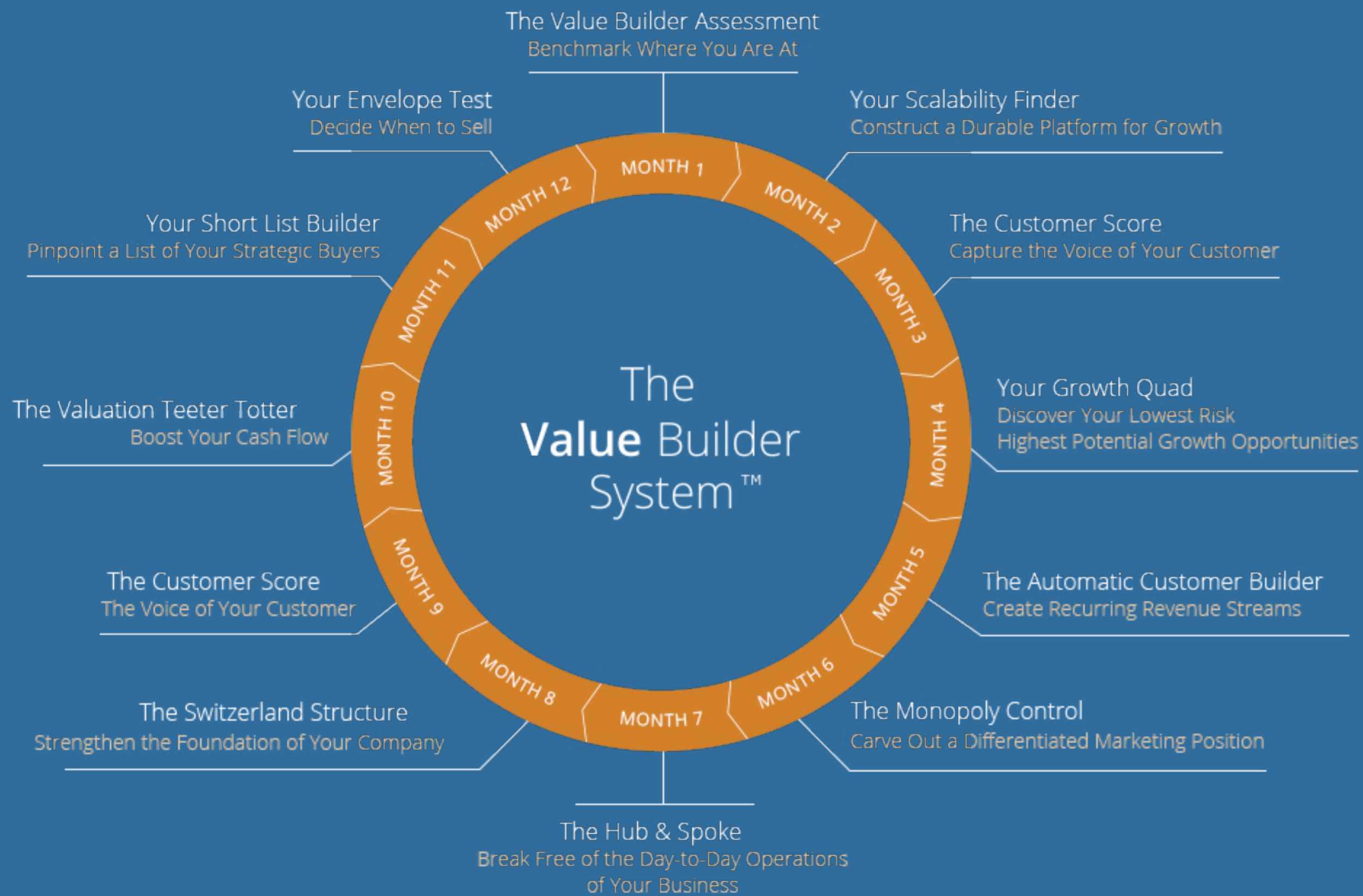
The Certified **Value** Builder™

Earn your Certified Value Builder™ designation and create a predictable recurring revenue stream for your firm

THE VALUE BUILDER SYSTEM

The Value Builder System is an online platform with a suite of tools designed to build company value over time. The business owner and their Certified Value Builder log in to our secure system to complete exercises, set goals and track progress against a variety of value-building metrics.





THE METHODOLOGY

The Value Builder System methodology starts with a monthly meeting between you and your client. Working shoulder-to-shoulder with your client, you will log in to The Value Builder System where you can see and analyze their ongoing performance against the key drivers of value. Each month,

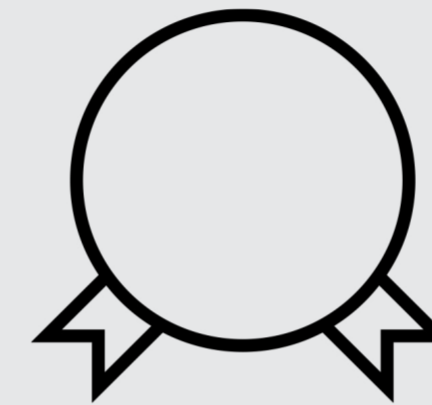
The Value Builder System will assign a different value-building exercise for you to work through with your client. Each year, you will complete a full assessment so your client can track the increasing value of their company. The Value Builder System is designed to be the basis of a multi-year, ongoing coaching relationship between you and your client.

CERTIFIED VALUE BUILDER BENEFITS



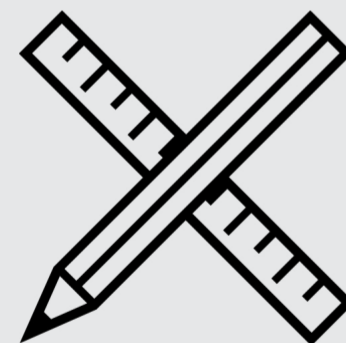
RECURRING REVENUE

The Value Builder System is designed to create a recurring revenue stream for advisors. Our methodology is based around a 12-month engagement between advisor and client that naturally renews every year.



PROFESSIONAL CREDENTIALS

We offer the Certified Value Builder designation, which provides you with a professional designation you can display on your marketing materials and professional profile.



A VALUE BUILDING METHODOLOGY & TOOL SET

More than just diagnosing the factors dragging down your client's value, The Value Builder System gives you a systematic methodology powered by twelve unique tools for improving the value of your client's business.



PRACTICE BUILDING MARKETING MATERIALS

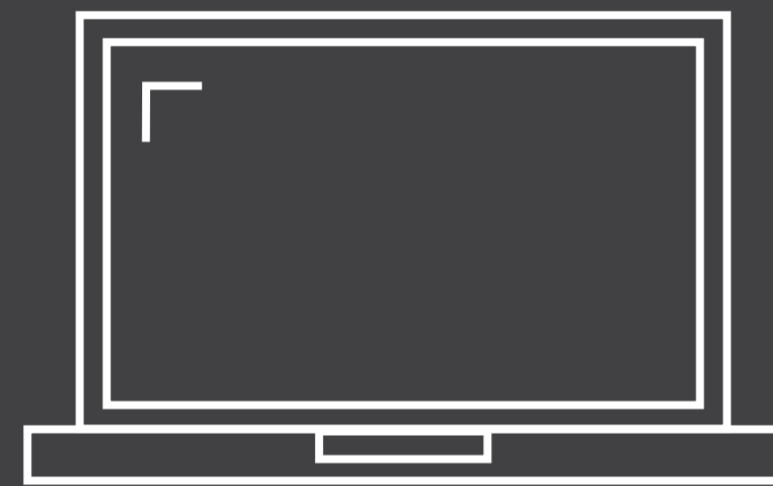
As a Certified Value Builder you'll have access to a suite of marketing resources. You'll also have access to Practice Builder, our free one-on-one training program designed to kick start the growth of your value-building practice.



MARKET RESEARCH

Every quarter we publish The Sellability Tracker research, which reveals the liquidity in the private business markets and is the largest study of its kind in the world.

EARN YOUR CERTIFIED VALUE BUILDER™ DESIGNATION



PRE-WORK



LIVE CLASSROOM
EVENT



CERTIFIED VALUE
BUILDER DESIGNATION

LIVE CLASSROOM EVENT

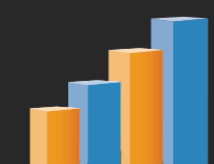
Meet and engage with *Built to Sell* author John Warrillow, while collaborating alongside an elite group of your peers.

During this intensive, hands-on two-day event, you will:

- ✓ Articulate your vision as a business coach.
- ✓ Learn how to identify the three psychographic segments of the business-owner community, and how best to approach each.
- ✓ Apply what you learned in the Pre-Work through a series of case studies and role-play scenarios.
- ✓ Explore marketing strategies to maximize your recurring revenue stream and build your Value Builder practice, including how to leverage:
 - Strategic partnerships
 - Workshops and speaking engagements
 - Nurture campaigns
- ✓ Create a 90-day action plan to launch your Value Builder practice.

NOTE: You are required to complete the Pre-Work and certification exam prior to your arrival at the event.

SIGN UP TO GET YOUR CERTIFIED
VALUE BUILDER DESIGNATION
support@valuebuildersystem.com



The Certified **Value** Builder™