

The Value Builder System™

The Value Builder System™ Announces New Advisory Board Members for 2018 – 2020

George Giles Appointed as Advisory Board Member for 2018 – 2020

Toronto, Ontario, April 11, 2018 – The Value Builder System™ announces the appointment of its 2018 Advisory Board members who serve to provide direction on the development of world-class, value-building products and services. The collective mission of Certified Value Builders is to shift the balance of power in favor of small business owners as they prepare for and approach the owner's exit from their business. The Advisory Board members provide a critical link to the needs of both the Advisor and the Business Owner towards fulfilling this mission.

The new Advisory Board members serve a two-year term and represent both business advisory and intermediary services. They are:

- **George Giles**, President & Founder of Intemedior Business Advisors, LLC , an Austin, Texas based Business Advisory and Brokerage firm
- **Bob & Susan Clements**, Co-founders of Benchmark Business Group, a Des Moines, Iowa based Business Coaching and Brokerage firm
- **Terry Lammers**, President & Co-owner of Innovative Business Advisors, a Clayton, Missouri based Business Advisory and Brokerage firm
- **Eugene Wallace**, President & Founder of Family Business Advisors, a Wilsonville, Oregon based Business Advisory and Brokerage firm.

The Value Builder System™ is pleased to welcome George Giles onto the Board. Giles is President and Founder of Intemedior Business Advisors, LLC, an Austin, Texas based Business Advisory Firm that specializes in Business Coaching, Consulting and Brokerage Services. Intemedior's team and strategic partners assist Business Owners as they prepare their businesses for sale with a full complement of service and support required to build value, market and successfully manage the contract-to-close process. The Value Builder assessment and systematic approach helps Intemedior's Business Owners determine a timeline and readiness to market their companies for sale along with what they can or should expect when they are presented to the marketplace.

Giles is a Certified Value Builder Advisor™ with over 15 years of experience in Real Property and Business Brokerage. George started his corporate career as a fourth-generation member of a family owned Printing and Publishing Company in New England that dates back to the 1800s. After leading the family business through an explosive period of growth in the early 1980s, he

moved on to a career with the R.R. Donnelley & Sons family of companies – a fortune 100 company at the time. He spent the next 20 years in a variety of roles in sales & marketing, operations/accounting management, organizational diagnosis & development and, information technology. His career took him through several corporate startups and mergers and acquisitions, providing him with a rich and varied base of experience that serves the best interests of Intemedior's clientele well.

Giles is an avid outdoorsman spending his 20s hiking many sections of the Appalachian Trail and downhill ski racing – Giant Slalom and a gold medal winner in a regional NASTAR event. He is also an accomplished golfer and spends as much off-time as he can with his wife Cynthia, who is also a certified PADI Advanced Diver, exploring the reefs off the Florida coast, Caribbean and Bahamas.

Founded by John Warrillow, The Value Builder System™ is a statistically proven methodology for increasing the value of a company by up to 71%. Warrillow is the author of two international best-sellers, *Built to Sell: Creating a Business that can Thrive Without You* and *The Automatic Customer: Creating a Subscription Business in Any Industry*. Business advisors, such as brokers, M&A professionals, consultants, and coaches are trained and licensed to become Certified Value Builders™ and use the Value Builder Engagement to support their clients in building the value of their businesses.

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