

# Determine Market Value...

- **The first step is to determine the market value of your business .**

**This is extremely important!**

- **Most business owners know the value of their home and their automobile but have no idea the value of their most important asset ... their business. Or they rely on simple formulas or multipliers that do not take into consideration many variables like industry trends, location, financial and other critical factors.**
- **Alliant Advisors have the expertise and the tools to determine the value of your business. Our professional intermediaries have the resources at their disposal to help arrive at a value for your business. Our experience and industry knowledge will insure that you will not “leave any money on the table.”**