

Exit Readiness Checklist for Advisory Firms

What to fix before you sell

Prepare your firm for a successful sale by addressing these key areas

 **Strong 25-30**

 **Gaps 18-24**

 **High Risk 10-17**

 **Not Ready below 10**



Business Valuation Prep

- Reviewed P&Ls & Normalized EBITDA
- Documented Owner Add-Books
- Defined Valuation Expectations



Client Retention & Segmentation

- Analyzed Client Demographics
- Mapped Top Client Plans
- Assessed Retention Risks



Operations & Compliance

- Documented SOPs & Tech Systems
- Updated Compliance Policies
- Reviewed Cybersecurity & DR Plans



Team & Leadership

- Clarified Key Roles
- Created Succession Plan
- Built Employee Retention Plans



Legal & Succession Docs

- Updated Buy-Sell Agreement
- Reviewed Client Contracts
- Prepared Contingency Plans



Exit Strategy Alignment

- Chose Internal or External Sale
- Defined Timeline & Goals
- Planned Post-Exit Role



Data Room Readiness

- Organized Financial, Legal, & Client Files
- Assembled HR & Compliance Docs
- Prepared Due Diligence Materials

Top Priorities to Fix in the next 90 days

1

2

3

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