Exchange Street Advisors
Sale preparation for Geneva and Finger Lakes business owners

Geneva, New York
(716) 857-0807

Value Check

ILLUSTRATIVE EXAMPLE

Sample storefront, Geneva NY

The free one-page summary every owner receives

Reported net profit Profit shown on the tax return, after every expense	$70,000
Documented add-backs Personal costs run through the business: vehicle, phone, health plan	+ $40,000
Adjusted cash flow Seller's Discretionary Earnings (SDE)	$110,000
Market multiple BizBuySell 2025 average sale price as a multiple of annual cash flow	× 2.61

Opinion of value

$287,000

Value on reported profit alone	$183,000
Difference from documented add-backs	**+ $104,000**

What your Value Check includes

- An opinion-of-value range, based on what comparable businesses have sold for
- The three things most likely to lower your sale price
- What to do about each one

How your information is handled

- We sign a non-disclosure agreement before you share any document
- No buyer, lender, or sponsor sees your information without your permission
- We take no commission and no referral fee

Value Check	Sale Package	Value Growth Plan	Commission
Free	**$2,000 flat, CPA-checked**	**$500 a quarter**	**None**

Illustrative example only. This is not a certified appraisal. Actual value varies by business and by what buyers are willing to pay. Exchange Street Advisors is run by students at Hobart and William Smith Colleges in Geneva, New York. It is not a business broker. Multiple source: BizBuySell, 2025 year in review (2026).