



# Assessing Business Value, Risk and Opportunity:

## FAIR MARKET VALUATION AND FUTURE VALUE GROWTH PLAN



### INTRODUCTION



J. Keller Properties has been a leading provider of property management services in the Ann Arbor, MI market since 2008. With property revenues reaching record levels annually, the company has enjoyed steady growth, particularly in recent years, due to its excellent reputation for providing quality rental experiences at competitive prices. They envision continued strong growth in local markets, driven by their reputation, quality, and pricing.

The owner, Jon Keller, wanted to know the true value of his business, gain guidance on whether to sell or hold it, identify risks within his organization, understand how to become more scalable, and explore other strategic options for improving operations.

### THE CHALLENGE

The challenge was two-fold: First, Jon faced the challenge of objectively determining the true Enterprise Value of his company and business improvement opportunities. Second, J. Keller Properties did not have internal resources to address the anticipated business improvement recommendations, requiring external resources with the right expertise to help improve the business going forward.

## The Endurium Difference

We joined forces with J. Keller Properties to turn their strategic ambitions into reality. By utilizing our proprietary Operational Excellence and Valuation Techniques, we were able to provide Jon with a rigorous and thoughtful analysis of the Value, Risk, and Opportunity of his business to answer three primary questions:

- **What is J. Keller Properties worth today?**
- **What are the opportunities for improvement, and how much will valuation increase if those improvements are made?**
- **How can J. Keller Properties make recommended improvements if they don't have the time or expertise?**

The comprehensive analysis provided by our Small Business Excellence team delivered key findings of the overall business health, an intrinsic value analysis detailing risk and return, detailed recommendations for improvement in various categories, a projected future valuation of the company if recommendations are followed, and a clearly defined operational roadmap to realize the projected valuation.

Along the way, Endurium positioned team members with the right expertise to provide guidance and ongoing support for J. Keller Properties to ensure they have all the necessary resources to optimize the business and increase its valuation.



## THE IMPLEMENTATION

Endurium conducted a thorough business assessment of J. Keller Properties across 8 standard organizational categories to determine the strengths and risks of the organization. This included a thorough review of the company's financial statements to determine historical and projected yearly cash flows used to generate the Enterprise Value using a Discounted Cash Flow model based on the Discount Rate being directly reflective of the assessment (company-specific risk).

In addition to Fair Market Value and Intrinsic Value Analysis, Endurium provided a quality score and risk profile for J. Keller Properties, which formed the basis of the company's Future Value Growth Plan (FVGP). We then prioritized the business challenges into a deliverable strategy document (roadmap), with key actions and initiatives that will ultimately drive the FVGP and the resulting Future Value of the company.

- 1 Comprehensive Business Assessment
- 2 Analysis and Report of Risk, Opportunity, and Valuation
- 3 Roadmap of Initiatives to Improve
- 4 Ongoing Team Support

## The Impact

Armed with a full understanding of the current valuation of his business, a detailed roadmap to improve it, and access to a highly experienced team in Endurium to help execute the roadmap, Jon is fully equipped to continue to run his business well today while building value for the future to maximize his eventual exit.



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### LEARN MORE

Discover how Endurium can craft growth and valuation solutions for your organization, driving efficiency and enabling your team to focus on what matters most. Contact us today to explore the possibilities.

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