LoftyBiz Business Value Scorecard

A one-page check of revenue quality, key-customer risk and the five levers that raise a buyer's multiple.

Example figures. General education, not financial, legal or tax advice. Results vary. These are examples, not promises.

1. Revenue quality check

List your customers by yearly sales. Then fill in the boxes. A common warning sign is one customer above about a third of sales, or a top three that hold most of the work.

Customer	Yearly sales	Share of sales	Repeat or contract? (Y/N)	Years with you	Tied to you personally
TOTAL / BIGGEST / TOP 3		Biggest % Top 3 %			

2. Four fixes if one customer is too big

Grow around them; do not simply drop them. 1) Win more customers like the big one. 2) Turn the big customer into a written contract. 3) Spread the relationship inside the customer, so it does not rest on one buyer or on you. 4) Add a second product or service line that many clients can use.

Worked example (illustrative only): Paulina, workwear, Antofagasta. Sales about $900,000, profit about $150,000. Biggest customer 48% of sales, first offer about 2× profit. After 18 months: biggest customer 29%, profit about $165,000, valuation about 3× profit.

3. Five levers that raise the multiple — score each from 1 (weak) to 5 (strong)

Lever	What “5” looks like	Score (1–5)	One fix you can start this month
Recurring income	A large share of sales is plans, retainers or contracts		
Owner independence	The business can run for a month without you		
Clean books	Personal spending is separate; months close on time; a buyer can read a simple report		
Documented systems	Common jobs, quoting and booking are written down		
Customer spread	No customer is too big (a common aim is no one above about 10–30%, depending on the trade)		
WEAKEST LEVER	Write the name of the lowest score here, then plan one fix		

Worked example (illustrative only): Junho, heating and air conditioning, Daejeon. After two years of work on the levers, a rough estimate moved from about 2.5× to about 4× profit. With profit around $210,000, that was a move from about $500,000 to about $800,000. Even without a sale, the business was calmer to run.

Rough value reminder (not a formal valuation): yearly profit × a multiple that rises or falls with risk. Ask a qualified adviser before buying or selling a business. Keep this scorecard in Systex, or print a fresh copy each quarter. Systex is our own product — loftybiz.net

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