

BPM



Strategies to Grow the Value of Your Business

Join us as Rich Gunn, CPA, CEPA, a Partner with accounting and consulting firm, BPM presents a workshop that can help business owners identify opportunities for growth, protect the investment made in their business, and develop a strategy for a successful exit. This is not a workshop about how to sell your business, but rather how to grow its value.

In This Workshop You Will Learn:

- How to identify value drivers in your business
- The five stages of value acceleration
- The step-by-step process to create a value acceleration road map
- At the end of the workshop, you will be in a better position to walk away with practical ideas that you can implement in your own business to build and accelerate value.

Rich Gunn, CEPA, CPA

Rich is a Certified Exit Planning Advisor (CEPA) has helped business owners succeed for over 25 years. His professional mission is to lead business owners to maximize business value, be exit-ready at all times, and lead business owners to a successful transition and exit from their business.

"Business owners are far too focused on the day-to-day events within their business, and they wait too long to focus on building their exit value. Maximizing value requires a change of mindset and behavior. Business owners should be focused on building exit value every day." – Rich Gunn

Value acceleration helps businesses run at optimal efficiency, improves cash flow and maximizes operating results. During this process, owners say they no longer feel trapped inside the business and shift to a position of control, and they say they can focus on building enterprise value. A value-acceleration focus means the business is ready for transition and can have a premium value in the marketplace.

About BPM

BPM provides meaningful, comprehensive financial and business counsel. We specialize in accounting, tax, and finance, and our people are distinguished by their knowledge, discipline, and unremitting commitment to the success of clients.

Founded in 1986, BPM is one of the largest California-based accounting and consulting firms, ranking in the top 50 in the country. With multiple offices along the West Coast, BPM serves emerging and mid-cap businesses, as well as high-net-worth individuals, in a broad range of industries, including financial services, technology, life science, manufacturing, food, wine and craft brewing, automotive, nonprofits, real estate and construction.



**Swiss-American
Chamber of Commerce**

Date and Time:

Wednesday, May 19, 2021
8 AM - 9 AM PST

Location:

Zoom (registration on
Eventbrite necessary)

Rich Gunn, Partner, CEPA, CPA
600 California Street, Suite 600
San Francisco, CA 94108

Tel: 415-288-6218 | **Fax:** 415-288-6288
rgunn@bpmcpa.com