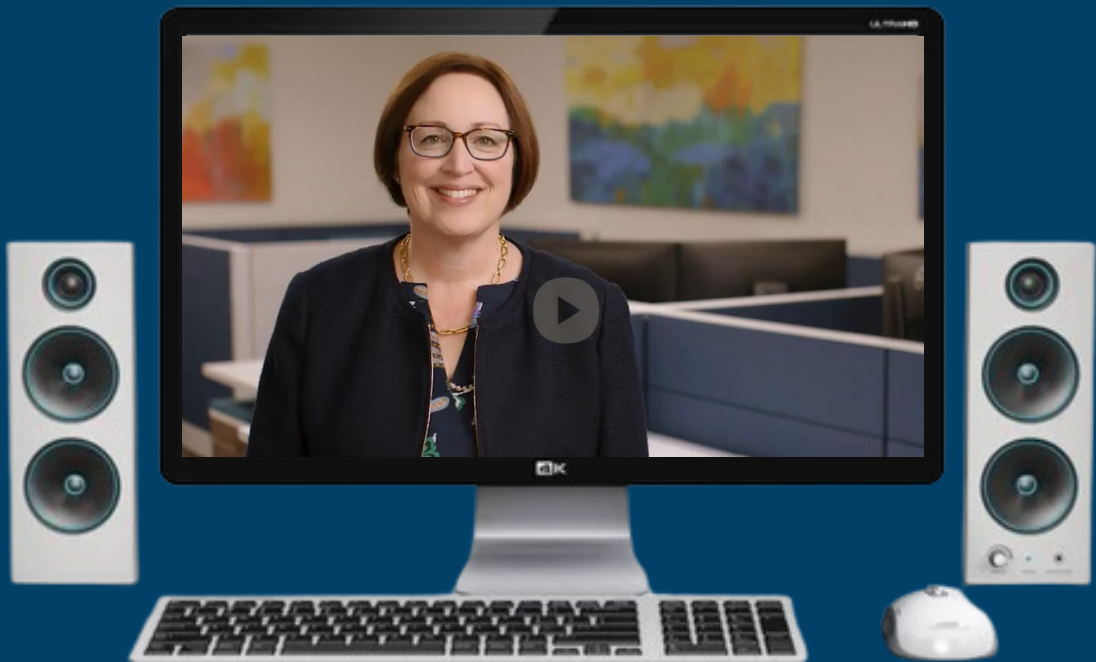


Valuation Partner Content Sharing Guide

Everything you need to promote paid valuation reports on your website.

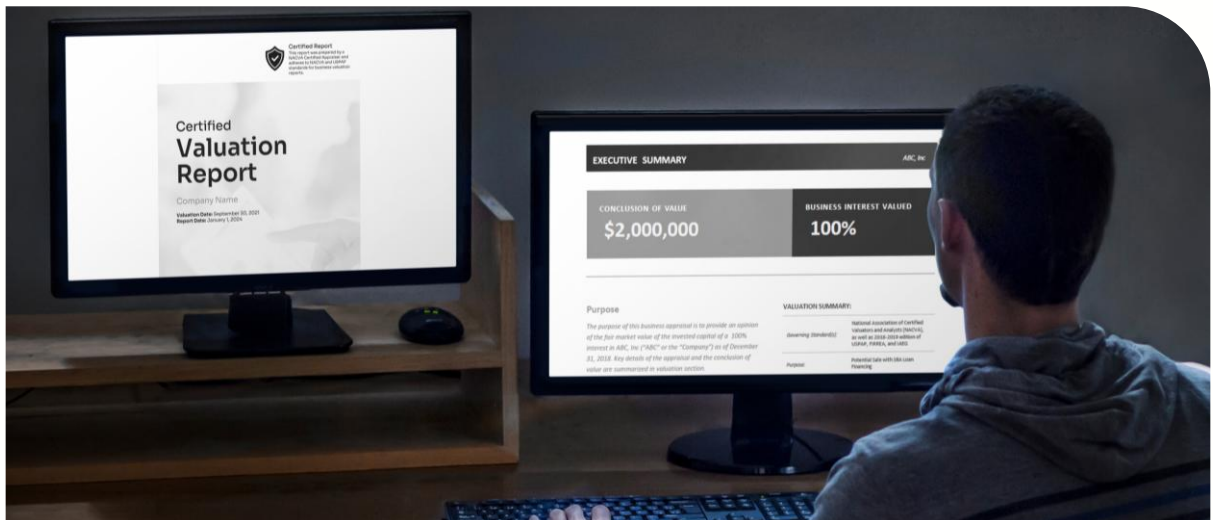


Welcome to the Valuation Partner Content Sharing Guide



Let's get started...

As part of BizWorth's Sales Mastery Program, this guide is designed to help you easily share high-impact videos, content, and links on your website to promote paid valuations under your brand.



These resources are proven to help brokers and advisors generate \$120,000 or more in annual income by offering certified valuation reports for business sales, financing, legal matters, and planning engagements.

Inside, you'll find ready-to-use assets—including video walkthroughs, landing page links, and marketing copy—that you can add to your site and sales funnel to educate your clients and accelerate your success.

Let's get your site working for you, 24/7..

Links to Video Summaries of BizWorth's Paid Valuation Reports



Use the links below to add engaging video summaries to your website or share them directly with clients. Each video features a certified BizWorth appraiser explaining the purpose, process, and best use cases for each valuation report. These videos are designed to build trust and help your clients confidently choose the right report.

Report	URL
Essentials Valuation Report	https://share.vidyard.com/watch/j7ik1WNP2gsXYNiygg9BbW
Standard Valuation Report	https://share.vidyard.com/watch/SyorbXTB4oe5QnHCSdsWo7
PreQualified Valuation Report	https://share.vidyard.com/watch/HBTJy7EJn6syTM1pEaaDEv
Certified Valuation Report	https://share.vidyard.com/watch/aZWdiWexs6HPBWsPPq7aJ6



Embed Videos Directly on Your Website



To create a seamless experience for your clients, we recommend embedding the video summaries directly on your website. This allows prospects to watch the videos without leaving your site, helping you keep visitors engaged and moving toward a paid valuation.

Below are the embed codes for each video. If you're not familiar with website code, you may need to work with your website developer or support team to place these into your site's HTML or CMS builder.

Report	Code
Essentials Valuation Report	<pre><!-- The script tag should live in the head of your page if at all possible --> <script type="text/javascript" async src="https://play.vidyard.com/embed/v4.js"> </script> <!-- Put this wherever you would like your player to appear --> </pre>

Report	Code
Standard Valuation Report	<pre><!-- The script tag should live in the head of your page if at all possible --> <script type="text/javascript" async src="https://play.vidyard.com/embed/v4.js"></s cript> <!-- Put this wherever you would like your player to appear --> </pre>
PreQualified Valuation Report	<pre><!-- The script tag should live in the head of your page if at all possible --> <script type="text/javascript" async src="https://play.vidyard.com/embed/v4.js"></s cript> <!-- Put this wherever you would like your player to appear --> </pre>

Report	Code
Certified Valuation Report	<pre><!-- The script tag should live in the head of your page if at all possible --> <script type="text/javascript" async src="https://play.vidyard.com/embed/v4.js"> </script> <!-- Put this wherever you would like your player to appear --> </pre>

Report Descriptions to Support Your Website Content



The following report summaries provide a clear, client-friendly explanation of each paid valuation report offered through the BizWorth platform.

You can use these descriptions as-is or customize them to fit your brand voice and website layout. They're designed to help your clients understand the purpose, value, and ideal use cases for each report, making it easier for you to build trust and drive more valuation orders.

These summaries are perfect for:

- Adding to your service pages or product listings
- Creating comparison charts or pricing tables
- Including alongside embedded videos or call-to-action buttons
- Using in blog posts, email campaigns, or landing pages about valuation

Use this content to educate, differentiate, and convert—and position yourself as the go-to expert for paid valuations in your market.

Report	Description Text
Essentials Valuation Report	Ideal for buying / selling a business with less than \$750k revenue The Essentials Business Valuation Report is designed for small businesses with annual revenue under \$750,000 and is available for companies with up to \$2 million in annual sales. It is ideal for business owners and brokers who need a credible, professional valuation rather than a generic, computer-generated report. This 18+ page report goes beyond surface-level estimates by using Sales and SDE valuation methods, incorporating hand-picked business comparables and tailored financial adjustments to accurately reflect the business's true worth. The report operates under the simplified assumption that all working capital remains with the seller and is not available for businesses with real estate ownership or related-party lease agreements. What sets it apart is the personalized service included with every report. Business owners receive a video summary of the findings and a consultation with the certified appraiser who prepared it. This ensures full clarity and confidence in the valuation. With upfront pricing and no hidden fees, the Essentials Report provides reliable, high-quality insights for buying, selling, or strategic planning—delivering the trusted valuation support you need.

Report	Description Text
Standard Valuation Report	<i>Ideal for buying / selling a business with less than \$50M revenue</i> The Standard Business Valuation Report is BizWorth's flagship report for business transactions and strategic planning, designed for companies with annual sales under \$50 million. It builds upon our Essentials Report by offering a more comprehensive analysis of working capital and an estimated selling price based on the business's cash flow and its ability to support a loan for acquisition. One of the biggest challenges in buying or selling a business is receiving a valuation that feels impersonal or unclear, especially without direct communication with the appraiser. At BizWorth, we believe a credible, accurate valuation requires more than just numbers—it needs expert insight and personalized service to guide informed decisions. This 35+ page report, prepared by a NACVA Certified Appraiser, provides: - Hand-picked business comparables and tailored adjustments for an accurate valuation - Loan eligibility analysis to assess the business's ability to finance a purchase - Industry benchmarking to compare performance against market standards - Asset, Market and Income Approaches, offering a deeper understanding of the business's value To ensure full clarity, every report includes a Personalized Video Summary and a one-on-one consultation with the appraiser who prepared it. Plus, with upfront pricing and no hidden fees, you'll know the cost from the start. Whether you're buying, selling, or planning for the future, the Standard Business Valuation Report provides the credible insights and professional guidance you need. Ordering is easy—get started in minutes!

Report	Description Text
PreQualified Valuation Report	<i>Know upfront how much your business can be financed.</i> One of the biggest frustrations for business owners is negotiating a sale price with a buyer, only to find out later that the buyer can't secure financing. At BizWorth, we solve that problem with our PreQualified Valuation Report, designed to ensure buyers are financially eligible before negotiations go too far. Prepared by a NACVA Certified Appraiser, this report includes a Loan Payment Affordability Analysis and a PreQualified Loan Eligibility Range, showing what buyers can actually finance based on the company's EBITDA. What makes us different is our commitment to upfront pricing—no hidden fees or hourly rates. Plus, you don't just receive a report without explanation. Our personalized service includes a Personalized Video Summary and a consultation with the appraiser, ensuring you fully understand the findings. With expert-selected valuation methods, hand-picked business comparables, and industry benchmarking, the PreQualified Valuation Report provides a thorough yet conservative valuation that meets lender expectations. We also go a step further by sharing the report with a national network of lenders, along with financials or tax returns, to secure conditional loan approval. This helps attract qualified buyers, speed up negotiations, and remove financing barriers for a smoother closing. The PreQualified Report includes all the features of a Standard Report, plus conditional approval from up to three lenders, a loan eligibility range to guide financing options, and a lender approval decision within 10 business days.

Report	Description Text
Certified Valuation Report	<i>Ideal for complex businesses, IRS submissions, litigation, partner disputes & bank loans</i> When you need a credible, defensible business valuation for complex M&A transactions, legal disputes, partner buy-ins or buy-outs, divorces, estate planning, or high-value business sales, accuracy alone isn't enough—you need transparency and expert guidance. BizWorth's Certified Business Valuation Report, prepared and signed by a NACVA Certified Appraiser, meets the highest standards of valuation reporting. This 65+ page report provides litigation-ready insights using expert-selected valuation methods, hand-picked business comparables, and tailored financial adjustments to reflect a business's true worth. It is ideal for complex M&A transactions and legal matters, including: - High-value mergers and acquisitions exceeding \$50 million - Legal disputes requiring litigation support - Divorces involving business assets - Partial ownership interests (buy-ins and buy-outs) - Estate planning and succession strategies BizWorth ensures upfront pricing with no hidden fees. Every report includes a Personalized Video Summary and a one-on-one consultation with the appraiser. For litigation-related engagements, a \$2,500 retainer covers services such as attorney correspondence, additional owner interviews, testimony preparation, and expert witness testimony. Whether you're navigating a high-stakes M&A deal or resolving a legal matter, BizWorth's Certified Business Valuation Report provides the insights and support to move forward with confidence.

Access Report Images for Your Website



To help you promote paid valuations visually, we've curated a Dropbox folder filled with professionally designed images you can use across your website, landing pages, and marketing materials.

Inside, you'll find:

- **Sample Report Pages** – Give your clients a preview of what they can expect from each valuation report. These pages showcase the quality, depth, and design of our deliverables.
- **Photography Assets** – High-resolution images of appraisers, clients, and business scenarios that add a professional touch to your site and help personalize the experience.
- **Report Feature Graphics** – Use these branded images to represent each report type visually on your site, in comparison charts, or next to CTAs.

Report	URL
Essentials Valuation Report	https://www.dropbox.com/scl/fo/mfcrrdr2jcr rlpd1pz6uh/AJQCjLZMSWvGKn8y8m-w8k8?rlkey=ul1bgwaooddsh0ak1ub4hyxa4&st=8egoavy3&dl=0
Standard Valuation Report	https://www.dropbox.com/scl/fo/hb349agm w4v0826itxp48/AHGFwDiG0gVDhuoFod5am N0?rlkey=z57gtvcvkqydc1votagh5xilb&st=k1 76luyg&dl=0
PreQualified Valuation Report	https://www.dropbox.com/scl/fo/qnv7drlsok h8nkarlb9kh/AGso9f85EDnn5pUfFKtt- TY?rlkey=y6urra0689w4uigs0k8j3uja4&st=l1 pwns0d&dl=0
Certified Valuation Report	https://www.dropbox.com/scl/fo/9bzjjoa6q2 2bl6w3zs3aj/AGp4b16GcBuVMvEB76Z2esY? rlkey=3n4ncx8x02bpb0u2vjlhvoelp&st=ksnn vbn2&dl=0