VALUE ESTIMATE

Coley Cooling

Based on the inputs you provided, your business generates about **$272,000** in annual owner cash flow (SDE). Similar businesses have sold for around **2.5**x this cash flow, based on recent private-market transactions. Using that benchmark, your estimated business value is approximately **$680,000**.

YOUR SDE

$272,000

Owner Cash Flow

× MEDIAN QUARTILE MULTIPLE FOR PLUMBING, HEATING AND AIR CONDITIONING CONTRACTORS

2.5×

Confidence Score

ESTIMATED BUSINESS VALUE

$680,000

Starting point for planning.

STEPS TO INCREASE BUSINESS VALUE

Owners who are years away from a potential exit can take deliberate steps to increase business value before going to market. Improvements in the areas below often lead to stronger buyer interest and, in many cases, higher potential offer prices.

- ↑ Maintaining clean, accurate, and well-organized financial records
- ↑ Reducing day-to-day owner dependence and strengthening second-layer management
- ↑ Further diversifying the customer base
- ↑ Increasing recurring or contracted revenue
- ↑ Improving profit consistency and margin stability

HOW PERCEIVED RISK AFFECTS VALUATION

Based on recent private-market transactions and your estimated SDE:

MULTIPLE RANGE	MULTIPLE	YOUR SDE	ESTIMATED VALUE	WHAT THE MULTIPLE SUGGESTS
Upper Quartile	3.6×	$272,000	$979,200	Strong systems, diversified, lower risk
Median	2.5×	$272,000	$680,000	Stable, typical small business profile
Lower Quartile	1.8×	$272,000	$489,600	Higher risk, owner-reliant, or inconsistent earnings

BUSINESS VALUE BY MULTIPLE (ASSUMING SDE = $272,000)

A business with the same SDE can sell for over $490,000 more, depending on how buyers perceive its risk, consistency, and transferability.

How Weld can support you

The estimate provided is a helpful starting point, but it is based on limited information and simplified assumptions. Many factors that influence a business's true value—such as financial adjustments, risk factors, and market comparables—require a more thorough review.

Our analyst-prepared reports can provide a more accurate valuation through a detailed analysis of your financials and a deeper evaluation of how buyers are likely to assess your business.