



CAPABILITY STATEMENT

samwalters.info

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About me

Dear Reader,

Thank you for taking the time to examine this Capability Statement.

I am a strategic advisor who has worked with approximately 1,000 business owners, and on some 40 business sales and acquisitions to date. I have served clients in Australia, the US, Canada and the UK.

I was recognized as a 40 Under 40 Honoree by the National Association of Certified Valuators & Analysts and hold qualifications in accounting, financial analysis, business valuation, cybersecurity and business broking.

I previously served as VP of Client Relationships at Capitaliz in Denver, Colorado and now run my own practice from Adelaide, South Australia.

The best way to get in touch with me is at samwalters.info/contact.

Kind regards

Sam Walters

BCom FMVA CBCA

Main certifications and credentials

- 2012: Bachelor of Commerce: Financial Accounting major (University of Newcastle)
- 2013: Cert IV Property Services: Business Broking (Australian College of Professionals)
- 2019: Financial Modeling & Valuation Analyst (the Corporate Finance Institute)
- 2020: Certified Banking & Credit Analyst (the Corporate Finance Institute)
- 2022: Certified Xero Advisor (Xero)
- 2025: Cybersecurity Analyst Professional Certificate (IBM, 14 courses in total)
- 2026: Certified Co-op Advisor (Co-operatives First)



Testimonials

"For small business operators looking to find the ideal exit strategy, Sam's intimate knowledge of all the moving parts makes him a very valuable asset.

- Australian financial planner

"I wish we met you 2 years earlier. We could have got more for the business when we sold it and we definitely would have avoided a lot of headaches."

- Australian business owner, automotive and mechanical

"What I appreciate is that there have been no warm and fuzzy ideas. Sam is up front with the process its pitfalls and benefits. He is approachable, will listen, friendly and makes everything easy to understand."

- Australian business owner, construction adjacent

"Sam is quick to recognize business issues and opportunities and can turn them into measured models, calculations, and visuals so that decisions can be made. He helped one of our portfolio companies identify real management opportunities that led to the company being more attractive and more ready for an outside sale. The sale closed! Thank you, Sam!"

- a Las Vegas CPA and CFO

Publications



Published in the National Association of Certified Valuers & Analysts (NACVA) online periodical called QuickRead.

Link to the article [is located here](#).

Service 1: Business Vision Checkup

Many business owners reach a tipping point at or around \$1M in sales revenue.

It's at this point they realise the tools they relied on to get them to this level, are not going to be sufficient to help them get to the next level.

This is why I offer my Business Vision Checkup service.



It comprises 5 workshops:

- **Initial Consult (complimentary):** here I will put 60 or more questions to an owner about the business and themselves: major accomplishments, ambitions, how the business works etc. I am often told is a cathartic exercise in and of itself.
- **Industry benchmarking:** here we explore the performance of the business compared to its industry peers (underperforming, neutral performance, outperforming).
- **Valuation drivers:** There is an often-quoted phrase: “work on the business, not just in it”. But rarely do people explicitly talk about what that practically means. In this workshop we explore some ways to improve the value of the business.

- **Saleability drivers:** I am afraid many businesses have found out the hard way that being valuable, is not actually the same thing as being transaction-ready. This workshop explores ways to fine-tune these readiness gaps.
- **Roadmap:** by this fifth workshop, I will understand the business and the ambitions of the owner well enough to offer up an opinion about what an intelligent use of time and resources looks like, into the medium term and beyond. Sample below.

Technique	Projects	Notes	Oct-26	Nov-26	Dec-26	Jan-27	Feb-27	Mar-27	Apr-27	May-27	Jun-27	Jul-27	Aug-27	Sep-27	Oct-27	Nov-27	Dec-27	Jan-28	Feb-28	Mar-28	Apr-28	May-28	Jun-28	Jul-28	Aug-28	Sep-28
Basic Discovery		Complete																								
Advanced Discovery		Complete																								
Discovery Review		Complete																								
01 Value Test	Formal valuation																									
02 Business Bio	Interim mock teaser	Complete																								
	Review mock teaser																									
	Buyer profile																									
	Seller profile																									
03 Personal Goals	Life plan document																									
04 Staff Chart	Vision, mission audit																									
	Time audit																									
	Settle 9 team roles review																									
	Projected staff chart																									
	Interim profit share																									
	Finance steering committee																									
	ESOP																									
05 Stakeholder Map	Implementation timeline	Complete																								
	EOS VITO																									
	Ownership Thinking																									
	Business plan document																									
	Board planning																									
	Board meeting																									
	Tips and tricks day																									
	Strategy unveiling																									
	Half yearly all-staff strategy update																									
06 Risk Reduction	Risk deep dive																									
	Disaster recovery plan																									
07 Growth Matrix	Growth plan feasibility analysis																									
08 Data Culture	Staff surveys																									
	Customer surveys																									
	Customer ranking																									
	Customer avatars																									
	Dashboards																									
09 Value Stream Map	Current services																									
	Future services																									
10 Breadcrumb Trail	Letter to GM																									
11 Exit Options	Strategic forecast																									
12 Exit Dry Run	Scenario analysis																									
	Alliance / JV invitations to treat																									
	Revisit Discovery + communication																									
	Mock dataroom																									

Execution support beyond this Business Vision Checkup is also available for businesses who could benefit from it. See next page.

Service 2: Strategic Advisory / Strategic Business Coaching

A 2001 Manchester Institute report estimated that companies that use coaching services gain a Return on Investment (ROI) of 5.7x their spend.

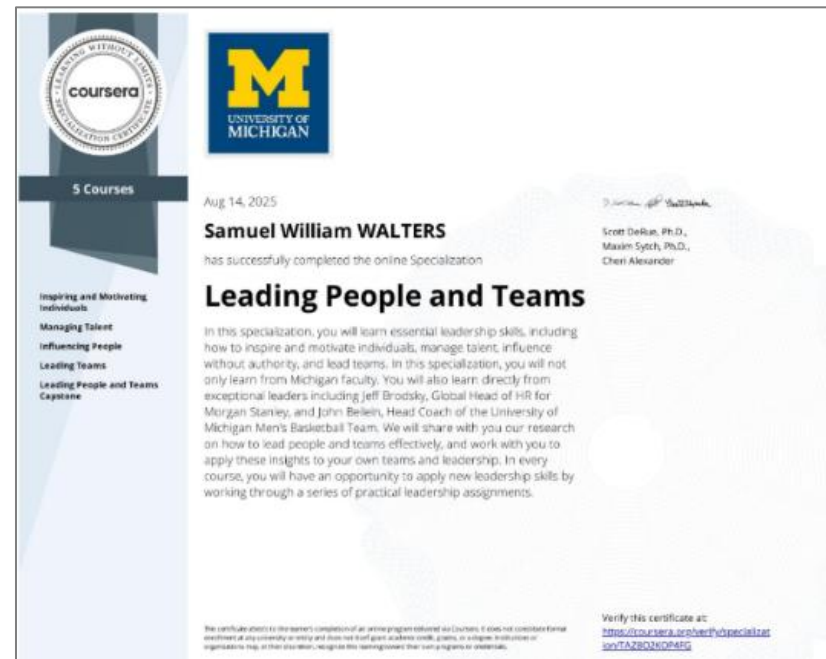
Other research consistently shows coaching results in:

- Improved productivity
- Greater staff engagement
- Lower operational friction

Even legendary tennis champion, Rafael Nadal, used a coach.

I hold a specialization certificate from the University of Michigan: "Leading People and Teams," (made up of 4 individual courses).

Please note, I usually reserve my advisory/coaching service for companies that have already been through the Business Vision Checkup exercise at the previous page.



Service 3: Business Valuations

I have performed several thousand valuations in the last 15 years, so I understand the discipline very well indeed.

I can prepare independent valuation reports for a wide variety of purposes with a wide variety of circumstances and complexities.

I am comfortable with the following valuation methods.

- Capitalisation of Future Maintainable Earnings (CFME)
- Discounted Cash Flow (DCF)
- Summation of Net Asset Values
- Unadjusted Net Assets
- Comparable Transaction
- Guideline Publicly-Traded Comparable
- Rule of Thumb
- Custom Method

If you would like a fixed-price quote, I invite you to get in touch.

Service 4: Business Sale

Retrospectives

It's an unfortunate, harsh reality: some 75% of all business sale attempts will simply fail to culminate in a sale.

And those owners out there that find themselves in this 75% often have good businesses, carried out a sound market test, and still find themselves baffled about why it didn't work out.

For those businesses who have experienced this, I have performed "retrospectives," essentially an independent evaluation of what happened, what went wrong, and most importantly, what can be done now.

If you would like a fixed-price quote, I invite you to get in touch.

Service 5: M&A analytical support

I am very experienced in preparing datarooms, confidential information memoranda, buyer target research, due diligence reports and other associated material.

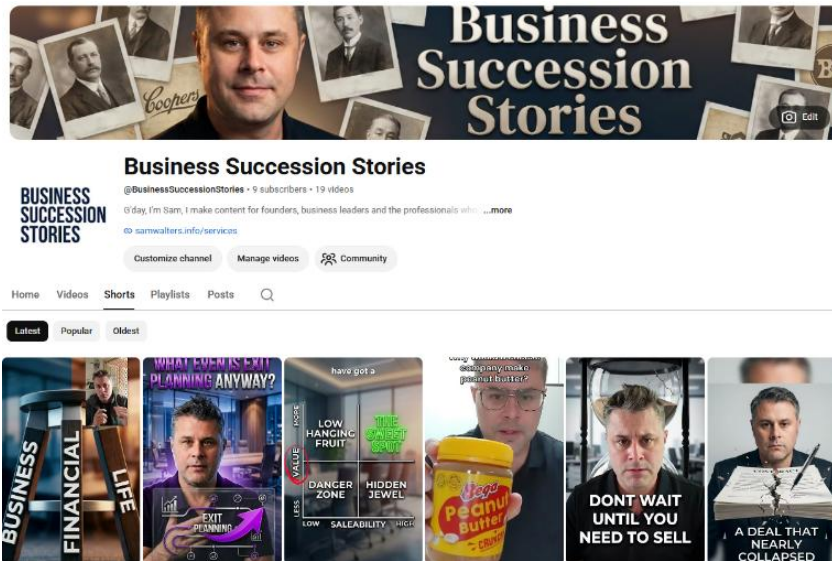
Confidentiality being what it is, it is difficult to share a sample of my work, so I trust this Capability Statement (which I wrote myself) will serve as a stand-in for the level of quality documentation I am capable of.

I also hold a specialization certificate from the University of Illinois: "Mergers and Acquisitions," (made up of 6 individual courses).

If you are in M&A and could use some project-based analytical support, I invite you to get in touch.



My YouTube Channel



I also run a growing YouTube channel called Business Succession Stories. On it, I share stories from around the world about:

- family business
- M&A and valuation
- legacy
- employee ownership
- and more

The channel is located at [this link](#).

A special note for new CEPAs

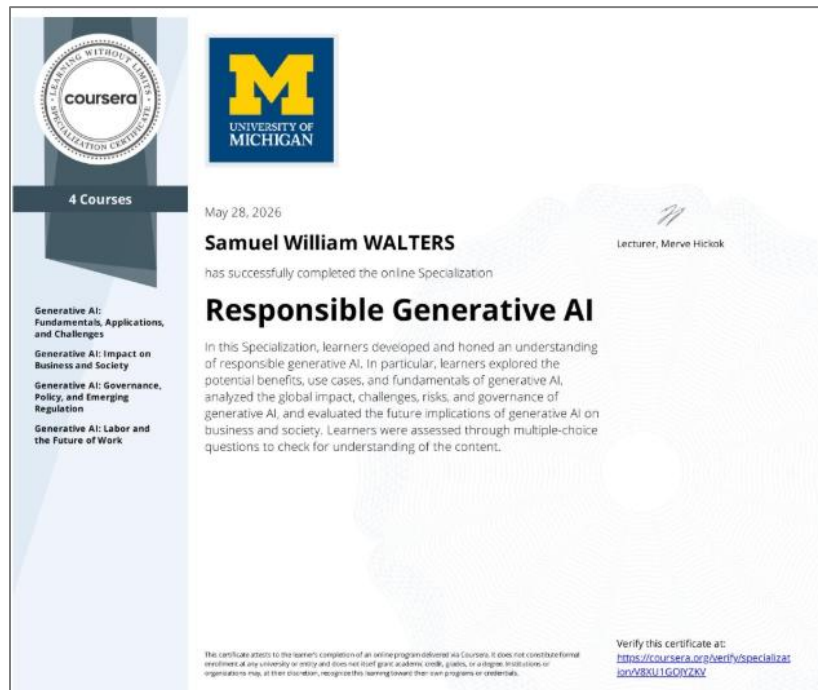
I have spent a lot of time in the US, where there is a sophisticated exit planning movement, though it has its challenges.

I have put together a complimentary whitepaper for new entrants to the sector.

I invite you to download it at [samwalters.info](#).



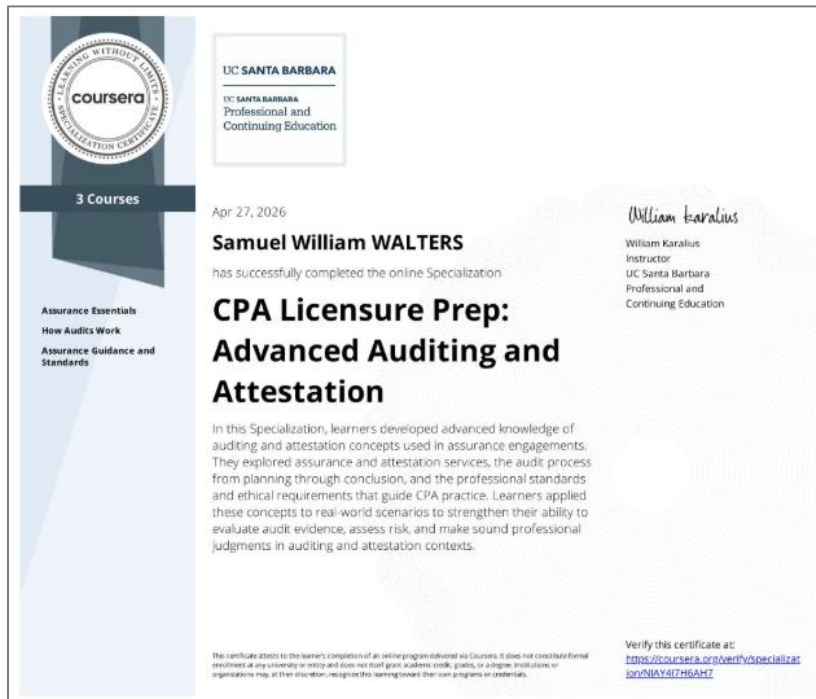
Other relevant certifications



Responsible Generative AI: University of Michigan (made up of 4 individual courses).



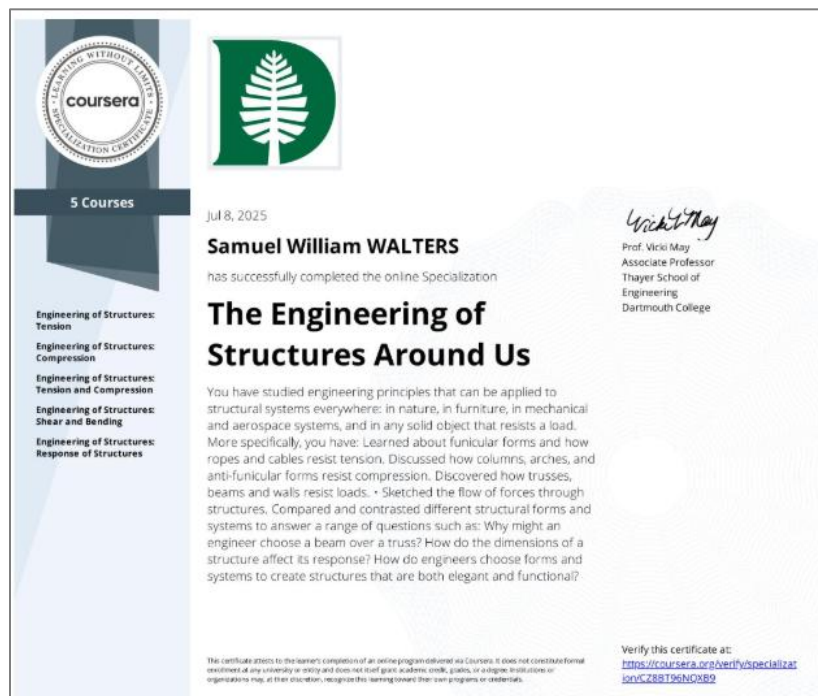
Search Engine Optimization: University of California, Davis (made up of 5 individual courses).



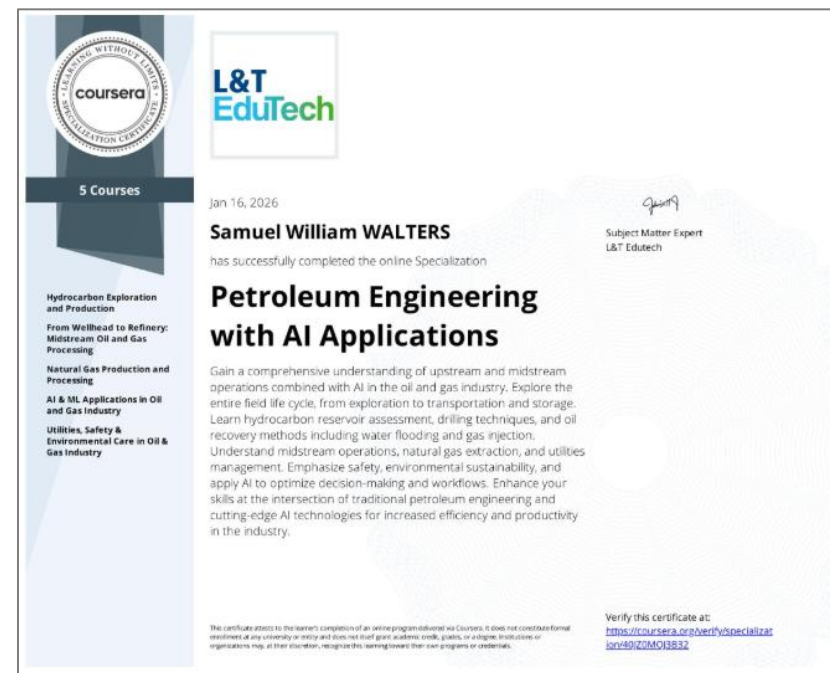
Advanced Auditing & Attestation: University of California, Santa Barbara (made up of 3 individual courses).



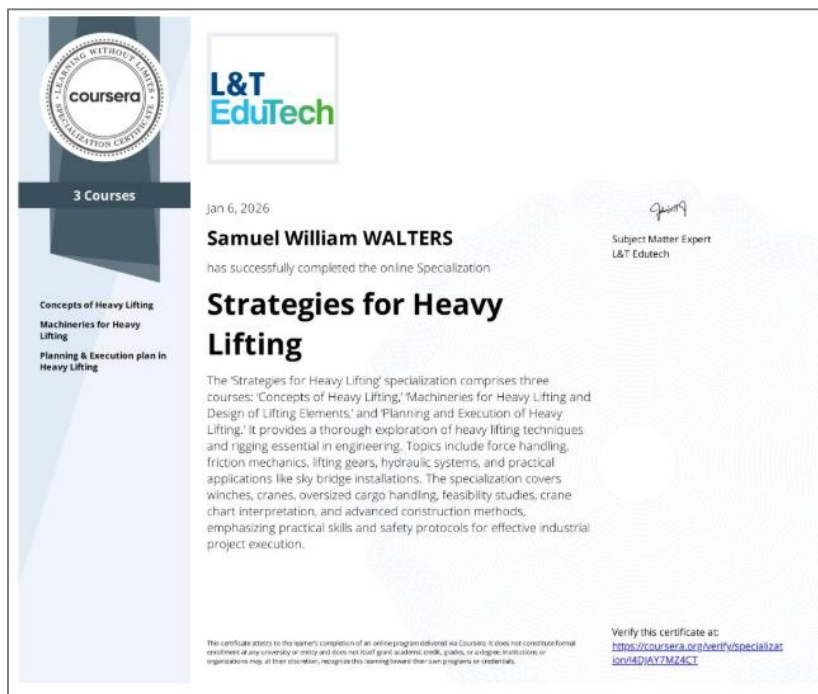
Project Management: University of Colorado Boulder (made up of 3 individual courses).



Engineering of Structures Around Us: Dartmouth (made up of 5 individual courses).



Petroleum Engineering with AI Applications: L&T EduTech (made up of 5 individual courses).



Strategies for Heavy Lifting: L&T EduTech (made up of 3 individual courses).



Solar Energy for Engineers, Architects and Code Inspectors: University of Buffalo (made up of 3 individual courses).