THE GROWTH & EXIT COLLECTIVE

The program offer · February 2027

Business Freedom Accelerator

Build profit. Reclaim your time. Create business value.

A 12–18 months value creation program for business owners who want to sell, scale or leave a legacy.

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5 places remaining | February 2027 intake | Fortnightly 1:1 advisory

Sell, scale or leave a legacy

You've built a successful business. Now give yourself some choices.

I'm working with five more business owners to build more profitable, more valuable businesses that don't need them working every waking hour.

Customers. Revenue. Employees. A decent reputation. From the outside, things look pretty good.

There's just one problem. The business still needs you for everything.

You're the chief problem solver, head salesperson, emergency operations manager and occasionally the world's most expensive receptionist. Revenue might be growing, but profit isn't keeping up. You have a team, but you're still making all the decisions. It's time to change that.

The goal: double your profit. Reclaim your time. Build a business buyers want.

Double the profit

Make more money from the business you've already built — not necessarily double the revenue.

Get 20 hours back every month

Less firefighting. Fewer decisions landing on your desk. Maybe even Fridays off.

Build a business worth more

Predictable leads, consistent sales, customers who stay, a capable team and systems that survive your holidays.

> *These are target outcomes, not guarantees. Results vary based on the starting point of your business and your willingness as the owner to take action.*

Sell it. Keep it and grow. Step back or leave a legacy. Your business. Your decision.

I've sat in your chair, and I've helped other owners get out of it.

I've built, grown and sold businesses myself. I know what it's like to be responsible for the sales, the people, the cash, the customers and whatever broke five minutes ago. I've seen what happens when owners stop trying to do everything themselves and start building a business that works properly.

Not coaching for the sake of coaching. More business value, measured and built over time.

A clear path to more freedom

How the Business Freedom Accelerator works

First 90 days

Create momentum

Make more money. Get time back.

We establish your baseline business valuation, find profit leaks, assess owner dependency and design your personalised Business Freedom Gameplan. Then we implement the most valuable improvements: pricing, margins, sales, cash flow, costs, productivity and accountability.

We work through focused implementation cycles and capture results in your Owner Accountability Portal.

> **Objective:** Identify and implement measurable improvements designed to recover your annual program investment in the first 90 days.

Months 4–12

Build the value

Make the business run better without you.

Strengthen the operating foundations that improve sustainable earnings and reduce risk:

- ✓ Financial performance, pricing and margins
- ✓ Predictable marketing, sales and customer retention
- ✓ Leadership, talent and team accountability
- ✓ Systems, automation and operational efficiency
- ✓ Reduced owner dependency, governance and business protection

We work in 90-day implementation cycles, reassess your indicative valuation and adapt priorities as your business improves.

> **Objective:** A more profitable, predictable business that needs less of you.

Months 13–18

Create your freedom

Turn the business into an asset that gives you choices.

Embed the improvements and strengthen management accountability. If you want to sell, we'll help you prepare for buyers and work with your broker and professional advisers. If you want to scale, we'll build capacity without simply adding to your workload. If you want to step back, we'll focus on succession and leadership.

Sometimes owners prepare to sell, then discover they've built a business they actually enjoy owning again. Not a bad problem to have.

> **Objective:** A business that gives you options, not obligations.

Hands-on, personalised advisory

You won't be handed a framework and wished good luck.

We'll work on your business together every fortnight, with a clear plan, measurable priorities and accountability between sessions.

Fortnightly 1:1 advisory

Dedicated sessions on your priorities and opportunities.

Personalised Business Freedom Gameplan

A practical roadmap from today's position to your desired future.

90-day implementation sprints

Focused action cycles with clear responsibilities and results.

Owner Accountability Portal

Track commitments, progress and results between sessions. Accountability built in so you are reminded of the activities which build value.

Your Win Bank

Record quantitative and qualitative improvements: gross profit, cost savings, sales, debt recovery, time, productivity, automation, leadership and less owner dependency.

Business valuation reviews

Track indicative value and the drivers of sustainable earnings.

Owner's Collective

Connect with other owners pursuing better businesses and better lives.

Business Freedom Framework

A practical system covering the levers of profit, people, marketing, sales, systems and business value.

Where possible, we'll assign agreed financial or time values to improvements and record the evidence. Because if we're creating value, we should be able to see it.

Your Business Freedom Head Start

We don't spend the first month getting organised. We get straight to work with three included resources:

01 **Business Valuation Baseline**

Understand what the business is worth now and what drives that value.

02 **Immediate-Access Exit Readiness Toolkit**

For owners exiting: seller due diligence resources, readiness checklists and the exit-readiness e-book.

03 **Personalised 90-Day Profit Improvement Plan**

Prioritised financial improvement opportunities and implementation actions.

All included. No additional charge.

Your investment

Easy to get started.
Even easier to see the value.

We kick things off in February 2027 with your Business Freedom Gameplan. First, we establish what the business is worth, where money is made and lost, and the most important improvements to implement in the first 90 days. Then we get cracking.

Application deposit — **$1,500**

Refunded in full if you're not accepted. If accepted, credited to your first month.

Remaining first-month payment — **$2,000**

Payable when we start.

Following 11 months — **$3,500 / month**

Personalised advisory and implementation support.

Total over 12 months — **$42,000**

Prices exclude GST, if applicable.

After 12 months, we continue month-to-month at $3,500 while we're both happy and making progress.

We aim to make you more than you spend in the first 90 days.

Our goal is to identify and implement measurable improvements that recover your $42,000 annual program investment in the first 90 days. Improvements may include additional gross profit, operating cost savings, efficiency improvements, recovered debts, new sales, automation and other value created.

We capture quantitative and qualitative wins in your Win Bank. Before starting, we agree which improvements count toward the financial recovery target, how they're valued, evidenced and verified. Sales revenue, time saved and qualitative benefits do not automatically count dollar-for-dollar as profit.

This is a target, not a guaranteed financial return. Results depend on your starting position and the action you take.

The 90-Day Love It or Leave It period

By the end of Phase 1, we'll both know whether this is working. If either of us isn't feeling it, we can end the remaining agreement and walk away as friends.

Your minimum commitment is the first three months ($10,500), even if you leave earlier.

We aim to recover the annual program fee through measurable improvements during those first 90 days, but this is not guaranteed. No cancellation penalty and no obligation to pay the remaining nine months if the engagement ends under this review.

5 places remaining · February 2027

Here's what happens next

I'm taking just five more business owners into the next intake. This isn't a course with a login and a motivational email every Tuesday. It's proper, hands-on advisory, and I intend to give every owner the attention they deserve.

01 **Apply**

Complete the application and pay the $1,500 deposit.

02 **Application review**

We aim to respond within 72 hours. If not accepted, your deposit is refunded. Under $1m turnover? We may suggest the separate Business Freedom Scaler Program, so apply anyway.

03 **Alignment Session**

If suitable, we'll arrange a complimentary 90-minute session to explore goals and opportunities.

04 **Get started**

If we both agree to proceed, the deposit is credited to month one, we onboard you and prepare for February.

Your business. Your decision.

You've spent years building the business. Let's make sure it gives you options.

Sell, scale or leave a legacy.

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