

## BUILDING FIRM VALUE

**“ The inescapable fact is that the value of an asset, whatever its character, cannot over the long term grow faster than its earnings.”**

**-Warren Buffet**

**Investments to strengthen the firm’s ability to generate sustainable earnings and cashflow ensure design practices will have the strategic financial resources necessary to attract top talent and do their best work.** Proactive steps to position the firm for the future serve not only to ensure the firm’s legacy, but these same actions directly benefit the firm’s current valuation as well.

**Here are some of the relevant insights we have gleaned over the years in our research and working with design practices:**

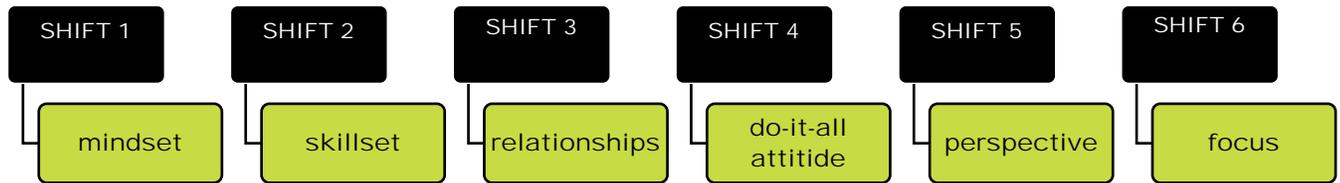
**Design leaders need a practical, intuitive roadmap to guide how they can build long-term firm value, but often instead are presented with financial jargon, esoteric formulas, and academic valuation models.**

**Most firm valuation studies are not useful predictors of future value because they rely on hindsight wisdom and do not reflect real-world business conditions.**

**Owners often focus on determining ‘the value’ of their firm, at the cost of overlooking opportunities to capitalize on the range of firm values that exist across a spectrum of alternative strategic scenarios.**

**Greenway's approach to helping firms build value is different, placing emphasis on how sound business practices empower great design.**

We work with owners and principals to help them understand the 6 critical shifts needed to build and sustain firm value.



**Firm valuations are only the starting point for a holistic, strategic discussion around how to build and unlock value for all stakeholders.**

**We help firms to expand their influence** without increasing their scale and overhead.

**We help owners to identify opportunities** for new sources of value differentiation and recurring revenue.

**We help leaders leverage their firm's expertise by** developing and leading alliances and partnerships across the built environment ecosystem.

**We help emerging leaders** gain an intuitive understanding of essential business management principles and practices.

**We work with firm leaders to help them implement positive steps to improve productivity** in order to free-up time resources to invest in innovation and deep learning.

**We help firms identify the resources and capital sources** to fuel differentiated research that can power thought leadership.

**We conduct firm valuations as part of a holistic advisory relationship.** Our firm valuation studies are not theoretical treatises, but instead reflect more than 30-years' transactional experience in the real world advising on the sale and purchase of AE firms across NA and Europe. Our firm valuation work is informed by and calibrated against actual market conditions.

