

# 7 benefits of a sell-side quality of earnings (QoE) report



## stronger valuation defense

- Supports asking price with normalized EBITDA and adjusted financials.
- Justifies add-backs and one-time expenses that impact valuation.



## faster deal execution

- Accelerates due diligence by addressing buyer concerns upfront.
- Address issues that might otherwise delay or derail the deal, transforming unique company data into clear insights.



## improved negotiation leverage

- Enables sellers to control the financial narrative with third-party validation.
- Highlights strengths and proactively addresses weaknesses to maintain confidence.



## professionalization of the sale process

- Presents the business as sophisticated and buyer-ready.
- Especially valuable for founder-led or family-run businesses lacking formal infrastructure.



## reduced risk of re-trading

- Reduces surprises that could lead to post-diligence price reductions.
- Strengthens the seller's position to maintain original deal terms.



## increased credibility with buyers

- Signals transparency and preparedness, focusing on a company's current and future earnings power.
- Builds trust with institutional and private equity buyers.



## high ROI at low cost

- Enhances credibility, accelerates diligence, and defends valuation—all at a fraction of deal value.
- Even businesses with basic financial setups can leverage QoE to attract premium buyers.