

Sector	Sub-Sector	Number of Reported Sales	Median Sales Price	Median Asking Price	Sales to Asking Price (average)	Median Revenue	Revenue Multiple (average)	Median Profit	Profit Multiple (average)
Agriculture	Greenhouses	3	585,782	649,500	0.95	816,896	0.79	222,629	2.68
	Other Agriculture Businesses	11	350,000	350,000	0.92	811,000	0.59	163,704	3.07
Communication and Media	Magazines and Newspapers	15	197,500	224,000	0.86	283,672	0.75	112,672	1.84
	Production Companies	7	300,000	375,000	0.84	861,700	0.4	150,000	1.92
	Other Communication and Media Businesses	18	210,000	284,500	0.78	311,629	0.59	126,892	1.8
Construction	Concrete Businesses	24	1,000,000	1,100,000	0.93	1,900,000	0.7	400,000	2.88
	Electrical and Mechanical Contracting Businesses	38	750,000	750,000	0.93	1,100,000	0.55	298,545	2.32
	Heavy Construction Businesses	20	1,780,000	1,780,000	0.98	3,665,808	0.57	524,098	3.24
	HVAC Businesses	76	525,000	667,250	0.9	1,214,150	0.51	248,246	2.36
	Plumbing Businesses	21	870,000	950,000	0.96	1,500,000	0.56	350,000	2.24
	Other Building and Construction Businesses	207	580,000	600,000	0.93	1,250,000	0.52	254,015	2.32
Manufacturing	Auto, Boat and Aircraft Manufacturers	5	1,025,000	1,025,000	0.92	1,113,980	1.07	500,448	2.19
	Chemical and Related Product Manufacturers	4	800,000	975,000	0.85	1,547,057	0.53	222,454	3.01
	Clothing and Fabric Manufacturers	18	240,000	279,000	0.83	382,900	0.54	128,639	1.91
	Electronic and Electrical Equipment Manufacturers	17	430,000	471,000	0.94	1,147,842	0.64	171,320	2.46
	Energy and Petroleum Production Businesses	8	1,800,000	1,800,000	1.01	2,132,835	0.94	593,306	3
	Food and Related Product Manufacturers	22	425,000	474,000	0.86	666,895	0.66	148,127	2.61
	Furniture and Fixtures Manufacturers	23	650,000	670,845	0.9	1,582,259	0.51	289,361	2.6
	Glass, Stone and Concrete Manufacturers	14	505,000	587,500	0.97	839,908	0.77	229,884	2.82
	Industrial and Commercial Machinery Manufacturers	14	1,125,488	1,525,000	0.85	2,590,820	0.64	452,500	3.11
	Lumber and Wood Products Manufacturers	20	503,000	522,000	0.88	907,500	0.62	173,000	2.92
	Machine Shops and Tool Manufacturers	51	637,500	682,500	0.92	946,000	0.75	257,000	3.2
	Medical Device and Product Manufacturers	5	805,000	1,030,000	0.86	957,000	0.94	317,448	2.51
	Metal Product Manufacturers	42	834,500	849,500	0.92	1,233,690	0.65	342,081	2.72
	Packaging Businesses	3	1,537,500	1,600,000	0.91	2,875,000	0.63	479,500	2.9
	Paper Manufacturers and Printing Businesses	27	350,000	350,000	0.87	614,884	0.6	145,000	2.43
	Rubber and Plastic Products Manufacturers	10	600,000	950,000	0.86	1,287,000	0.65	276,000	2.67
	Sign Manufacturers and Businesses	39	452,500	522,000	0.86	683,027	0.71	201,474	2.33
	Other Manufacturing Businesses	56	700,000	675,000	0.96	1,222,000	0.89	227,850	3.51
Online and Technology	Cell Phone and Computer Repair and Service Businesses	22	147,000	189,500	0.8	633,168	0.41	111,479	1.44
	Graphic and Web Design Businesses	12	282,500	331,463	0.9	454,600	0.73	130,960	2.05
	IT and Software Service Businesses	23	500,000	475,000	1.22	575,000	0.92	200,000	2.67
	Software and App Companies	33	462,500	490,000	0.97	334,400	1.81	212,061	3.04
	Websites and Ecommerce Businesses	308	585,000	597,000	0.98	818,290	0.99	194,530	3.04
	Other Online and Technology Businesses	25	497,500	544,950	0.92	1,009,372	0.68	291,500	2.43
Real Estate	Business Real Estate for Lease	3	850,000	900,000	0.95	955,334	0.9	276,948	3.05
	Real Estate Businesses	58	749,500	799,500	0.93	625,000	1.27	200,000	3.36
Retail	Art Galleries	4	120,000	129,500	0.94	201,038	0.59	62,346	2.03

Sector	Sub-Sector	Number of Reported Sales	Median Sales Price	Median Asking Price	Sales to Asking Price (average)	Median Revenue	Revenue Multiple (average)	Median Profit	Profit Multiple (average)
Retail Businesses	Bakeries	110	149,000	175,000	0.87	420,852	0.44	101,704	1.82
	Bars, Pubs and Taverns	300	200,000	249,000	0.9	615,005	0.41	102,500	2.39
	Bike Shops	9	180,000	195,000	0.92	600,000	0.35	100,000	3.16
	Breweries	11	279,000	279,000	0.97	351,763	0.91	86,594	4.11
	Building Material and Hardware Stores	32	525,000	647,000	0.91	1,230,953	0.43	249,688	2.57
	Car Dealerships	25	650,000	650,000	0.8	2,500,000	0.27	200,000	2.55
	Clothing and Accessory Stores	92	145,000	149,950	0.93	452,317	0.45	91,500	2.09
	Coffee Shops and Cafes	232	120,000	149,950	0.88	346,153	0.42	69,283	1.96
	Convenience Stores	264	185,000	219,000	0.92	750,000	0.33	108,240	2.24
	Dollar Stores	3	450,000	450,000	1	759,745	0.59	188,188	2.39
	Donut Shops	16	200,000	200,000	0.96	340,000	0.69	108,513	3.47
	Equipment Rental and Dealers	9	502,500	677,500	0.81	1,056,629	0.55	161,062	2.79
	Flower Shops	46	108,000	120,000	0.87	438,502	0.34	83,507	1.69
	Food Trucks	14	150,000	179,000	0.87	263,802	0.66	99,017	1.67
	Furniture and Furnishings Stores	32	215,000	217,000	1.14	843,000	0.43	154,736	1.98
	Gas Stations	265	375,000	375,000	0.93	1,566,100	0.47	160,000	2.95
	Grocery Stores and Supermarkets	76	350,000	450,000	0.93	1,464,000	0.3	236,696	2.51
	Health Food and Nutrition Businesses	9	330,000	330,000	0.91	482,388	0.34	163,224	1.58
	Ice Cream and Frozen Yogurt Shops	164	130,000	149,000	0.89	281,000	0.51	72,344	2.12
	Jewelry Stores	7	90,000	145,000	0.73	287,373	0.45	75,514	1.49
	Juice Bars	29	145,000	155,000	0.84	400,728	0.38	75,834	1.83
	Liquor Stores	277	345,000	365,000	0.93	932,950	0.44	142,000	2.87
	Marine/Boat Services and Dealers	19	435,000	439,000	1.07	703,709	0.73	288,408	2.96
	Nursery and Garden Centers	9	377,500	285,000	0.97	800,656	0.4	164,883	2.31
	Pawn Shops	5	163,825	122,500	1.26	219,591	0.72	93,500	1.71
	Pet Stores and Supply Businesses	13	147,500	167,780	0.86	662,941	0.27	97,498	1.76
	Pharmacies	53	370,000	475,000	0.89	1,400,000	0.32	200,000	1.9
	Restaurants	2214	180,000	200,000	0.88	600,000	0.38	109,000	2.04
	Smoke Shops	34	119,000	144,000	0.84	500,000	0.33	108,000	1.38
	Truck Stops	6	800,000	850,000	0.94	2,030,306	0.39	384,686	2.08
	Vending Machine Businesses	20	70,000	86,000	0.9	64,300	0.99	38,394	1.96
	Other Retail Businesses	177	200,000	237,500	0.9	497,957	0.51	120,000	2.17
Service Businesses	Accounting Businesses and Tax Practices	82	257,000	260,000	0.93	300,000	0.96	125,000	1.94
	Architecture and Engineering Firms	17	700,000	872,500	0.93	989,415	0.85	239,461	2.77
	Assisted Living and Nursing Homes	30	372,500	437,500	0.94	375,100	1.23	124,830	3.46
	Auto Repair and Service Shops	228	295,000	340,000	0.91	671,890	0.54	142,379	2.61
	Banking and Loan Businesses	4	500,000	664,500	0.8	462,000	1.09	238,450	2.13
	Banquet Halls	8	400,000	460,000	0.93	564,301	1.09	109,579	3.56
	Bowling Alleys	3	650,000	670,000	0.97	1,600,000	0.41	166,000	3.92
	Car Washes	48	900,000	900,000	0.84	600,000	1.9	200,000	4.93
	Casinos	2	2,500,000	3,000,000	0.83	2,100,000	1.19	540,000	4.63
	Catering Companies	10	269,500	298,500	0.87	738,580	0.35	149,590	1.85
	Check Cashing Businesses	5	90,000	99,900	0.78	147,000	0.68	55,185	1.61
	Cleaning Businesses	150	200,000	225,000	0.9	371,159	0.65	114,780	2.06
	Commercial Laundry Businesses	16	148,250	162,500	0.86	183,500	1.18	71,155	3.04
	Dance, Pilates and Yoga Studios	23	145,000	175,000	0.87	250,000	0.61	73,608	2.01
	Day Care and Child Care Centers	130	390,000	395,000	0.96	541,591	0.91	137,467	3.37
	Dental Practices	16	419,000	419,000	1.2	809,770	0.62	385,579	2.02
	Dog Daycare and Boarding Businesses	25	407,500	425,000	1.04	492,656	1.38	177,571	3.73
	Dry Cleaners	179	215,000	239,000	0.88	311,642	0.65	100,000	2.1
	Golf Courses and Service Businesses	6	125,000	149,900	0.9	473,512	0.64	115,000	1.82
	Gyms and Fitness Centers	102	190,000	225,000	0.88	355,716	0.57	93,000	2.05

Sector	Sub-Sector	Number of Reported Sales	Median Sales Price	Median Asking Price	Sales to Asking Price (average)	Median Revenue	Revenue Multiple (average)	Median Profit	Profit Multiple (average)
	Hair Salons and Barber Shops	185	79,750	89,500	0.91	285,643	0.41	57,398	1.83
	Home Health Care Businesses	83	375,000	399,500	0.88	1,009,573	0.5	179,948	2.48
	Insurance Agencies	51	320,000	352,495	0.9	237,961	1.56	98,489	3.12
	Junk and Salvage Yards	4	330,000	345,000	0.89	360,000	0.79	200,000	1.97
	Landscaping and Yard Service Businesses	159	250,000	299,000	0.93	455,305	0.63	130,866	2.1
	Laundromats and Coin Laundry Businesses	159	180,000	193,500	0.9	192,500	1.13	67,071	3.08
	Legal Services and Law Firms	5	185,000	220,000	0.91	388,994	0.52	111,377	1.82
	Limo and Passenger Transportation Businesses	21	375,000	400,000	0.87	448,037	0.67	133,904	2.4
	Locksmith Businesses	9	145,000	149,000	0.96	246,115	0.63	66,955	2.29
	Marinas and Fishing Businesses	5	216,900	225,000	0.89	610,206	0.63	85,000	2.51
	Massage Businesses	25	149,900	155,000	0.91	650,000	0.38	93,096	2.45
	Medical Billing Businesses	11	600,000	625,000	0.96	590,000	0.96	168,000	3.17
	Medical Practices	51	275,000	299,500	0.89	550,488	0.73	177,534	2.3
	Motels	24	480,000	579,000	0.93	191,302	2.97	93,402	5.5
	Moving and Shipping Businesses	37	475,000	585,000	0.89	756,893	0.59	200,000	2.75
	Nail Salons	42	145,000	150,000	0.9	300,000	0.47	90,326	1.58
	Nightclubs and Theaters	15	260,000	299,500	0.94	519,204	0.56	127,695	2.12
	Pest Control Businesses	7	172,500	185,000	0.98	221,205	0.81	65,250	2.39
	Pet Grooming Businesses	47	115,000	125,000	0.91	226,170	0.5	70,000	1.74
	Preschools	41	424,500	472,500	0.92	726,371	0.92	163,060	3.76
	Property Management Businesses	44	335,000	395,000	0.92	497,869	0.83	148,000	2.23
	Routes	559	120,000	122,950	0.97	410,904	0.59	87,050	2.04
	Schools	25	150,000	159,988	0.88	375,000	0.56	81,000	2.25
	Security Businesses	16	1,200,000	1,295,000	0.83	1,507,193	0.77	400,000	2.96
	Spas	44	195,000	249,000	0.85	622,000	0.46	121,480	2.23
	Staffing Agencies	21	585,000	699,500	0.91	1,467,365	0.48	248,000	2.48
	Storage Facilities and Warehouses	12	2,625,000	3,757,500	0.82	3,446,700	0.73	1,111,412	4.36
	Tanning Salons	15	75,000	98,000	0.79	180,000	0.47	59,297	1.98
	Towing Companies	10	720,000	800,000	0.89	1,293,382	0.88	298,390	2.84
	Travel Agencies	6	338,500	401,377	0.9	781,789	0.6	161,785	2.3
	Trucking Companies	69	722,500	824,500	0.91	1,257,517	0.62	258,967	2.84
	Waste Management and Recycling Businesses	19	850,000	750,000	1.01	1,000,717	1.13	231,157	3.32
	Other Automotive and Boat Businesses	29	693,750	787,500	0.85	1,083,244	0.7	231,280	3.02
	Other Beauty and Personal Care Businesses	29	245,000	272,500	0.85	449,139	0.67	134,960	2.41
	Other Education and Children Businesses	30	225,000	249,000	0.91	350,000	0.73	106,199	2.57
	Other Entertainment and Recreation Businesses	85	274,000	322,404	0.87	404,000	0.73	132,985	2.35
	Other Financial Services Businesses	17	975,000	795,000	0.93	716,496	0.97	384,000	2.61
	Other Health Care and Fitness Businesses	92	335,000	349,000	0.89	706,000	0.69	150,118	2.4
	Other Pet Service Businesses	15	87,500	98,000	0.85	141,170	0.63	64,700	1.81
	Other Service Businesses	434	212,500	250,000	0.92	422,433	0.68	125,000	2.04
	Other Transportation and Storage Businesses	25	500,000	499,000	0.91	980,000	0.74	189,669	3.12
	Other Travel Businesses	6	131,250	157,000	0.78	157,817	0.99	77,622	1.61
Wholesale and Distributors	Durable Goods Wholesalers and Distributors	60	720,000	749,000	0.93	1,347,521	0.51	252,532	2.88
	Nondurable Goods Wholesalers and Distributors	52	190,300	264,000	0.93	573,942	0.49	85,137	2.61

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	Other Wholesalers and Distributors	81	224,500	224,500	0.93	482,500	0.46	91,500	2.31
Other	All Non-Classifiable Establishments	33	357,500	372,000	0.9	672,384	0.65	155,328	2.27

How does the Scorecard Valuation Methodology work?

For each comparison factor, like the one shown above, there are a set of multiple-choice questions to answer about your business. The answers give you a score in the range of -3 (worst) to +3 (best). You multiply this score against the comparison factor range (see below), to give each section a weighting, then you sum up the total factor and multiply this against the average valuation for your industry, giving you your estimated valuation.

Comparison Factor	Range (R)	Target Company (T)	Factor
Strength of Entrepreneur and Team	30%	Score	= R x T
Size of the Opportunity	15%	Score	= R x T
Product or Service	15%	Score	= R x T
Sales Channels	10%	Score	= R x T
Stage of Business	10%	Score	= R x T
Size of Investment round	5%	Score	= R x T
Need for Subsequent funding	5%	Score	= R x T
Quality of Business Plan and Presentation	5%	Score	= R x T
Location of Business	2.5%	Score	= R x T
Type of Business	2.5%	Score	= R x T
	100%		Sum of above