

2 August 2010

Edition **NINE**

Welcome to edition nine of Capital News...

For this edition of Capital News we asked business coaching and advisory experts [Be Business](#) to provide this informative article which discusses how to leverage your business to build wealth.

Be Business is a team of business coaches and corporate advisors who specialise in entrepreneurial approaches to building the people who build businesses. Lead by John and Leanne Hagerty, Be Business has built a solid reputation for providing guidance to savvy business individuals and turning them into successful business owners.

Be Business has been working closely with Capital Corporation to complete our wholistic offering for businesses relocating to our new office development [Atlas Norwest](#) due for completion in early 2011. In addition to the amenities which will be available to occupants including a concierge; meeting rooms; business lounge; cafe; restaurant and health club, Atlas Norwest occupants will have access to a range of business coaching services designed to suit every level and budget.

Read what John Hagerty has to say below.

SIX Steps to build wealth through business

Reading the latest BRW Rich list I noticed with interest that while there are many who achieved their wealth through property or inheritance, the majority became wealthy through business. So how do you do that? Having a good product or service is only one part of the picture. There needs to be a demand and a good business model to support it so that you can scale up to meet demand as the market grows.

ONE Create the right corporate structure

Structuring your entities purely for the purpose of reducing your tax liabilities is extremely short-sighted and may not be appropriate for the purpose of building value into your business. Take the time to set things up properly and get good advice from the right advisors.

TWO De-risk your business

Run a Due Diligence on your business, find all the deal-breaking problems, create a plan to resolve them and then execute your plan.

THREE Show profit

Many business valuation models rely solely upon a multiple of profit. So obviously no profit = no value and no value means you have no equity in your business and 100% of nothing is still nothing. Always show profit!



RIGHT STRUCTURE

DE-RISK

SHOW PROFIT

FOUR Attract capital

What if you could attract the interest of wholesale, sophisticated or high-net-worth-individual investors? By purchasing shares in your company at an agreed rate and by funding your expansion plan, the investor will secure the new company valuation.

FIVE Expand your business

Execute your expansion plan and secure the best possible Return On Investment (ROI) for yourself and your shareholders. You now have other vested interests involved in your business keen to see you make it a big success... so get on with it!

SIX Exit your business

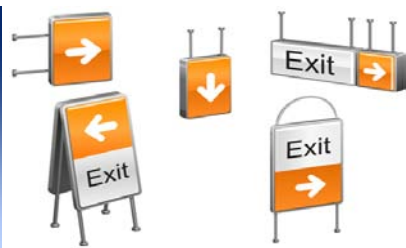
Be assured that you will definitely leave your hugely successful business one day, you can either leave in the back of a limousine or the back of a hearse. The choice is yours. Remember; a well constructed business only releases its full value to its owner at the point of sale, the trick is in selling it to the right buyer.



ATTRACT CAPITAL



EXPAND YOUR BUSINESS



EXIT YOUR BUSINESS

Contact Be Business today

Be Business provides clients with numerous services including group coaching for cost conscious small to medium sized businesses; one on one coaching for successful business entrepreneurs looking to grow their business and a capital raising corporate advisory service for established businesses requiring capital to take their business to the next level.

Contact John or Leanne to find out how you can leverage your business and grow your wealth.



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