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Quist Insights Launches Assessment Tool to Help Owners Increase Business Value

SaaS-based tool leverages 35 years of data to produce one of kind valuation algorithm

BOULDER, Colo. — Oct. 25, 2018 — [Quist Insights](#), a spinoff company from [Quist Valuation](#), one of the nation’s leading independent business valuation and securities analysis firms, today announced the launch of a new SaaS-based tool for business owners to directly determine their benchmark valuation.

“At Quist Insights, our focus is centered on helping companies understand — and improve — the value of their business,” said Patrice Barber, CMO of Quist Insights. “Our state-of-the-art software allows business owners to actually see what drives their company value and provides them with an action plan to increase it.”

The online tool’s algorithm capitalizes on 35 years of data and experience in delivering thousands of full valuation reports driven by client management interviews to provide business owners with the opportunity to understand their company value both in quantitative and qualitative measures. It also includes a broad spectrum for analysis of businesses, creating a detailed report that offers recommendations about how to impact the value of a business.

“Unfortunately, completing a business valuation can be a slow and often frustrating or confusing process for business owners. In comparing the different platforms available in the marketplace, Quist Insights was by far the best option — and a long overdue solution,” explains Randy Bernard of Proforma Partners, a business transaction advisory firm. “The series of questions are excellent, and the resulting report includes a full action plan for the key drivers of valuation, allowing our organization to help clients close their value gap. Best of all, the valuation arrived at is realistic.”

Quist Insights allows users to simply calculate the value of their company in less than an hour based on a series of questions that most owners can easily answer. While the Quist Insights tool does not replace full valuation report requirements for tax and financial reporting purposes, it is a cost-effective method for business owners seeking to estimate

the economic value of their business as well as for those who are on a high growth trajectory to confirm that their rapid innovations, business process changes, new personnel policies and governance are actually driving the company value in the right direction.

About Quist Insights

Quist Insights was developed with business owners in mind. Company owners should have the opportunity to understand their company value — both quantitative and qualitative measures. The tool was developed to enable business owners to get valuable insights into their business with a lighter touch than a comprehensive, consultant-based review.

Quist Insights includes a broad spectrum for analysis of a company's business, creating recommendations for business owners about how to make an impact on the value of their business.

Parent company, Quist Valuation, was founded in 1984 and has grown into one of the nation's leading independent business valuation and securities analysis firms. The expert staff of chartered financial analysts and accredited senior appraisers guides public and private companies and investment entities through the intricacies of financial reporting, corporate finance, tax compliance and related litigation support.