VALUE ALPHA

ON VALUE ALPHA · TRADES AND HOME SERVICES

Value Alpha × *Trades*

Know what your HVAC, plumbing or electrical business is worth, from the statements you already have.

A trades business sells on what it earns its owner, and on the service agreements that bring the work back every year. A rule of thumb misses both. Value Alpha is for the owner thinking about a sale, and for the buyer or lender looking at one. It reads the statements, adds back what the owner takes out and values the business three ways.

How Value Alpha works

01
Drop in the statements
Profit and loss and balance sheets, as PDF or Excel. Every line read, checked and shown.

02
Earnings normalized
The owner's pay and one-off costs added back, each one for you to accept.

03
Valued three ways
Seller's earnings at a trades multiple, sales of similar businesses, and a cash flow model.

04
A range to act on
Bear, base and bull. The memo, the deck and the live Excel model.

The owner's earnings, normalized.
Buyers pay for what the business earns its owner. Value Alpha finds the add-backs in the statements and shows each one; nothing is applied until you accept it.

The pain → the feature

THE PAIN	WHAT VALUE ALPHA DOES	THE FEATURE
"What is my business worth?"	The seller's discretionary earnings at the multiple trades businesses sell for, weighed with deals and a cash flow model.	**Blended valuation**
"My books show less than I earn."	The owner's pay, personal costs and one-off items, found and added back with the reason.	**Earnings normalization**
"What would a buyer pay?"	Sales of similar businesses, matched on industry and size.	**Precedent transactions**
"What if next year is slower?"	Bear, base and bull, each with its own growth and margin.	**Scenarios**

A worked example

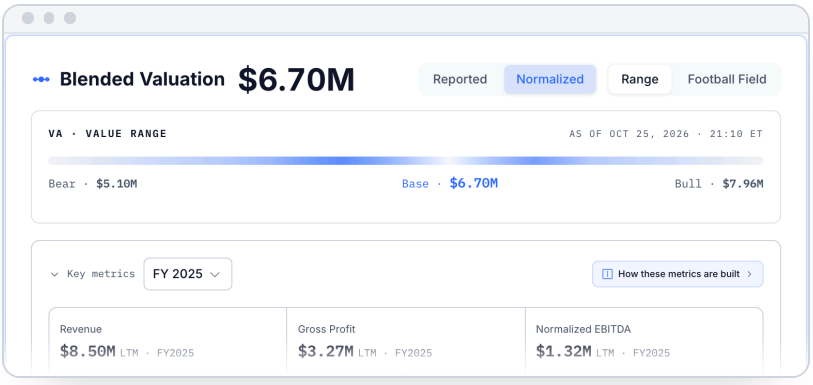
Acme HVAC Services

An invented heating, air-conditioning and plumbing contractor, valued from its statements. Not a client.

BEAR	BASE	BULL
$5.10M	$6.70M	$7.96M

REVENUE	EBITDA	MARGIN
$8.50M	$1.32M	15.5%

EBITDA after the add-backs. Weighted 69% on seller's earnings at 3.6x, 19% on precedent deals and 13% on the cash flow model.



ACME'S RESULT IN VALUE ALPHA, 25 OCTOBER 2026

Getting started

- **Start a valuation.** Go to **valuealpha.ai/valuation/home-services** or **app.valuealpha.ai**, then drop in your statements.
- **Pricing.** One report is $199: a single PDF memorandum. Pro is $499 a month, or $416 a month billed annually: unlimited valuations, with the live Excel model and the deck. Team is priced for each firm, on request.

Acme HVAC Services is invented, valued in Value Alpha on 25 October 2026 as a worked example; it is not a client. Informational, not a formal appraisal.

Tomasz Felpel
Founder & CEO

cal.com/valuealpha/30min
Book a 30-minute call

valuealpha.ai/valuation/home-services
Tomasz@valuealpha.ai