Fragasso Financial Advisors Releases New Video Blog on the Hidden Drivers of Business Value

Fragasso Financial Advisors releases a new video blog and quiz to help business owners uncover the hidden drivers of company value.

PITTSBURGH, PA, UNITED STATES, September 2, 2026 /EINPresswire.com/ -- Fragasso Financial Advisors has released a new video blog, "The Hidden Drivers of Business Value: Why Exit Planning Starts Long Before the Sale," designed to help business owners better understand what creates transferable enterprise value and why preparing for an eventual transition should begin years before a potential sale.

For many business owners, their company represents one of the largest assets on their personal balance sheet. Yet owners may have a clear understanding of the value of their homes, investment accounts and retirement savings while having far less clarity about what their business may actually be worth to a prospective buyer. Fragasso's new video blog explores why that uncertainty can become particularly important when a business owner begins considering retirement or another transition.

The resource focuses on four areas of intangible capital - Human Capital, Customer Capital, Structural Capital and Social Capital - all can play a significant role in determining a company's transferable value. These factors can influence how prospective buyers evaluate risk, sustainability, growth potential and the ability of a business to continue operating successfully after its current owner steps away.

Human Capital reflects the strength of a company's employees and leadership team. A business that depends heavily on its owner for day-to-day decisions, key relationships or operations can present greater transition risk. Customer Capital considers the strength, diversity and durability of customer relationships, including recurring revenue and customer concentration. Structural Capital includes documented processes, systems, technology and operational infrastructure. Social Capital encompasses areas such as company culture, trust, reputation and internal alignment.

Together, these factors can provide business owners with a broader perspective on value than financial statements alone. Strengthening them can also make a company more transferable and give owners additional time to address weaknesses before an eventual transition.

Business owners often underestimate their company's value - or misunderstand the factors that ultimately determine what a buyer may be willing to pay. To help address that gap, Fragasso Financial Advisors is also highlighting its Exit Readiness Checkup for Business Owners, an interactive quiz created to help owners evaluate how coordinated and prepared their current exit strategy may be. The quiz encourages owners to consider personal and financial goals, business value, transferability and whether their current strategy is positioned to support the lifestyle they envision after leaving the company.

Fragasso emphasizes that exit planning is not simply about preparing a company for sale. It also involves determining whether the value of the business aligns with the owner's long-term personal and financial goals. Identifying a potential Value Gap or Wealth Gap early can give owners more time to increase enterprise value, evaluate alternatives and make decisions without the pressure of an immediate transaction.

The new video blog is authored by Bryan Reft, CFP®, CEPA®, Financial Advisor, and Daniel Tatomir, CExP™, AIF®, Vice President, Manager of Retirement Plan Advisors at Fragasso Financial Advisors. It is part of the firm's continuing effort to provide educational resources addressing business exit planning, retirement readiness and long-term financial decision-making.

Business owners can read more about business exit planning on their website.

Investment advice offered by investment advisor representatives through Fragasso Financial Advisors, a registered investment advisor.

About Fragasso Financial Advisors, Inc.

Fragasso Financial Advisors, Inc. operates as an independent, primarily fee-based, employee-owned financial advisory establishment. Since its inception in 1972, the firm has been providing personalized financial planning and investment management services to individuals, non-profit organizations, and businesses. With a focus on long-term relationships and a commitment to providing an exceptional client experience, Fragasso Financial Advisors is a fiduciary, acting in their clients' best interests with every decision.

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