OneAccord CEO Nick Anderson Releases Hidden Multiples, New Guide to Premium Valuations

Hidden Multiples identifies the structural levers business buyers underwrite silently, from revenue quality to talent depth, and is available now on Amazon.

KIRKLAND, WA, UNITED STATES, September 21, 2026 /EINPresswire.com/ -- Nick D. Anderson, CEO of OneAccord, a strategy-first professional services firm that has advised more than 750 companies across 27 states, has released "Hidden Multiples: Building Companies That Command Premium Valuations," co-authored with Cole Capriotti of Georgetown University's McDonough School of Business. The book is available now on Amazon.

> “Buyers don't buy effort. They buy confidence.”
> *Craig Dickens, Chairman, Merit Investment Bank*

The book argues that most founders build companies that are hard to sell, not because the business is bad, but because its value is hidden. Anderson and Capriotti lay out the structural levers sophisticated buyers evaluate before they ever open a data room: revenue quality, customer acquisition efficiency, data maturity, embedded technology, talent depth, operational resilience, brand trust, valuation framing, strategic optionality, and partnership leverage.

"Two companies can have identical revenue and completely different valuations," said Anderson. "The gap usually isn't about effort. It's about whether the business was built with these structural levers in mind."

The book's foreword comes from Craig Dickens, Chairman of Merit Investment Bank: "Buyers don't buy effort. They buy confidence."

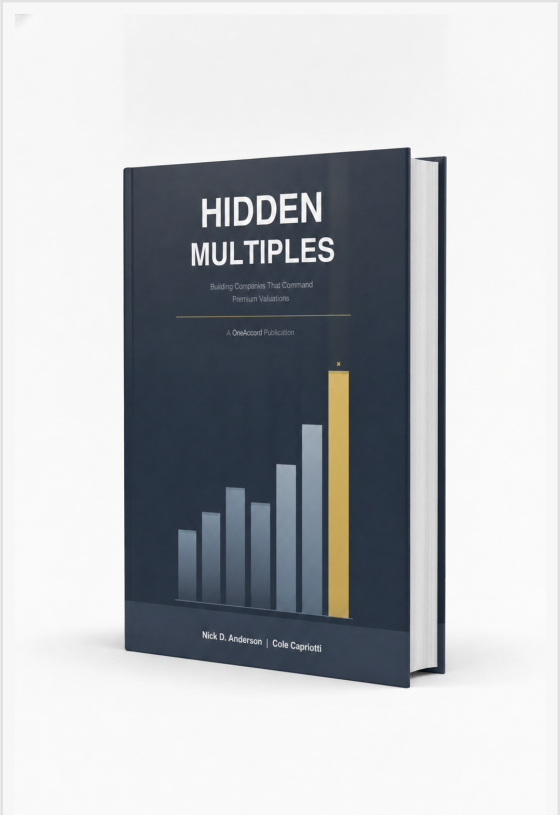
Anderson draws on 25 years in banking, including commercial lending and treasury management leadership roles, before joining OneAccord as partner and CEO. The book also draws on case studies and commentary from OneAccord principals and outside operators, including Michael Kadel, Oscar Carrasquillo of The Gen AI, and Traci Robinson-Williams of Claroti.

"Hidden Multiples" publishes as "A OneAccord Publication." OneAccord will host a launch event on September 25 and a release celebration, "The Value We Build Together," on October 6 at the Bellevue Club Hotel in Bellevue, Washington.

About OneAccord

OneAccord is a strategy-first professional services firm headquartered in Kirkland, Washington, that has advised more than 750 companies across 27 states on growth, valuation, and exit readiness.

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Hidden Multiples: Building Companies That Command Premium Valuations, by Nick D. Anderson and Cole Capriotti

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