

What's your brand worth to a buyer?

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Today's buyers are looking at more than your financials when they're considering an acquisition. They're evaluating how your business makes people feel.

Your brand positioning shapes the way your business presents itself, communicates its value, and connects with its audience. It's one of the most powerful indicators of what a buyer is willing to pay.

Yet most owners never think to work on it before they list.

Your brand is an asset

What buyers really want to invest in is confidence in future revenue. Research shows that intangible assets like reputation, loyalty, and brand strength now make up approximately [92% of S&P 500 market capitalisation](#), up from just 17% in 1975. For business owners planning an exit, that change represents a real opportunity.

How brand creates goodwill

A strong brand builds the kind of customer loyalty that makes revenue predictable, and creates goodwill. For buyers, strong goodwill is a sign that your business can generate future profits with fewer liabilities and a lower customer acquisition cost.

Brand positioning is a valuation strategy

Most owners understand the importance of branding, but few have invested in developing a strong brand foundation of their own.



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If you're three to five years from selling, defining your market position is one of the highest-return decisions you can make. That means getting clear on your target segment, audience, offer, USP, and brand promise.

Solid brand positioning drives more targeted messaging, stronger audience connection, and lasting customer loyalty. To a prospective buyer, that foundation, backed by a consistent identity and an active online presence, signals that a business is scalable and operationally sound.

Brand messaging needs a human voice

Brand positioning defines what your business stands for. Your messaging is how you bring that to life.

In an era of AI-generated content, an authentic voice is one of the most powerful differentiators you have.

According to a [March 2026 Gartner survey](#), 50% of consumers would rather give their business to brands that keep AI out of their customer-facing content.

This matters to those evaluating your business too. The ones that attract the best offers are those using AI for efficiency while keeping human authenticity at the core of their messaging and customer experience.

The bottom line

Strong brand positioning takes time to build. The owners who will see the greatest returns on their exit are the ones who invested in it early.



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