

SAMPLE DELIVERABLE

# SUCCESSION READINESS AUDIT

A Comprehensive Operational Assessment and 90-Day Implementation Blueprint

PREPARED FOR

## Pinnacle HVAC Solutions

Owner: James Hendricks

Audit Date: May 2026 | Exit Horizon: 2-3 Years

Revenue: \$2.8M | Employees: 14 FT / 3 PT

PREPARED BY

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## A Message to the Owner

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**Dear James,**

What you have built at Pinnacle HVAC is real. Eleven years of consistent work, loyal clients, and a reputation that speaks for itself. Most people never build anything close to it.

This document is not a critique of how you have run your business. It is a blueprint for closing the gap between what your business is worth today and what it is capable of being worth. That gap, as you will see in the pages ahead, is over \$776,000.

Here is the honest picture this audit is designed to surface: the same qualities that made you successful are the ones that currently limit what a buyer will pay. When you are the estimator, the salesperson, the relationship manager, and the institutional memory of the operation, a buyer is not acquiring a business. They are acquiring access to you.

If you are not available at closing, neither is the premium.

The Succession Readiness Audit exists to change that. Not by replacing what makes Pinnacle HVAC great, but by building the systems, documentation, and delegation frameworks that make it great without requiring you personally to show up for every decision.

I want to be direct about how this engagement works. TrueUp Systems does not hand you a report and disappear. We build alongside you. My role is to function as an Architect and Co-Creator, not as an outside consultant issuing recommendations from a distance. Every pillar in this audit has a specific TrueUp implementation plan attached to it. The 90-day Succession Architecture that follows is where that plan gets executed, system by system, sprint by sprint.

Read this document carefully. Every number in it is conservative. Every recommendation is specific to Pinnacle HVAC. Every projected outcome is achievable within the 90-day implementation window.

I look forward to building this with you.

**Derick Turner**

Founder | TrueUp Systems

## The MRI and Surgical Plan

The Equity Gap Assessment identified where the gaps are and what they cost. The Succession Readiness Audit goes deeper: it maps each gap precisely, specifies the exact TrueUp implementation that closes it, and projects the valuation impact of doing so. Where the EGA was the X-Ray, this document is the MRI and the surgical plan.

### WHAT THIS DOCUMENT IS

1. A precise diagnosis of each operational gap and its specific cost to your exit valuation.
2. A detailed specification of what TrueUp will build in each pillar during the Succession Architecture.
3. A 90-day implementation blueprint and conservative projection of the value that work creates.

### THE 8 OPERATIONAL PILLARS

**1 Founder Dependency**  
How much does daily operation depend on the owner personally?

**2 Knowledge Security**  
Is critical business knowledge documented and independently accessible?

**3 Financial Clarity**  
Can the business produce accurate financials on demand?

**4 Growth Engine**  
Does the business generate leads without owner involvement?

**5 Data Integrity**  
Are operational decisions driven by verified data or intuition?

**6 Sales Playbooks**  
Can the business close deals without the owner on the call?

**7 Tech Infrastructure**  
Do the systems communicate and create a single source of truth?

**8 Predictability**  
Can the business forecast revenue and plan accurately for the future?

### HOW THE AUDIT PROCESS WORKS

#### Discovery Sessions

2 to 3 structured conversations covering all 8 pillars. The owner walks TrueUp through current operations, key relationships, and known gaps across the business.

#### Operational Review

TrueUp analyzes ServiceTitan data, financial records, and any existing documentation to verify findings and quantify each gap with precision.

#### Gap Quantification

Each pillar is scored and its valuation impact is calculated using verified industry exit multiple data for MEP and exterior trade contractors in the western U.S. market.

#### Report Delivery

This document is delivered within 30 days of engagement start. It serves as the specification and foundation for the Succession Architecture engagement.

## The Math of Hope: Your Equity Gap at a Glance

The Equity Gap Assessment established the baseline. This section summarizes those findings and introduces the full valuation opportunity identified through the deeper diagnostic work of the Succession Readiness Audit.



### WHY THE SRA PROJECTS MORE THAN THE EGA

The EGA established a \$776,000 valuation opportunity using broker-validated market data. The Succession Readiness Audit deepens that diagnostic — pillar by pillar — and specifies the exact implementation required to move from the current 3.0x baseline to the 4.65x projection. Where the EGA identifies the gap, this document maps the path.

### PILLAR SUMMARY AND VALUATION OPPORTUNITY

PILLAR	SCORE	STATUS	OPPORTUNITY	TIMELINE
Founder Dependency	2/10	CRITICAL	+\$132K	Sprint 3 (Days 31-45)
Knowledge Security	1/10	CRITICAL	+\$142K	Sprint 4 (Days 46-60)
Financial Clarity	4/10	DEVELOPING	+\$81K	Sprint 2-3 (Days 16-45)
Growth Engine	2/10	CRITICAL	+\$125K	Sprint 1-2 (Days 1-30)
Data Integrity	3/10	CRITICAL	+\$98K	Sprint 2-3 (Days 16-45)
Sales Playbooks	3/10	CRITICAL	+\$108K	Sprint 5 (Days 61-75)
Tech Infrastructure	5/10	DEVELOPING	+\$57K	Sprint 1 (Days 1-15)
Predictability	8/10	STRONG	+\$33K	Sprint 1-2 (Days 1-30)
<b>TOTAL PROJECTED VALUATION INCREASE</b>			+\$776K (+\$776,000)	

*All projections use conservative exit multiples. Individual outcomes depend on implementation quality and market conditions.*

# Your EGA Readiness Snapshot: The Starting Line

These scores represent findings from your Equity Gap Assessment. Every recommendation in this report begins here.

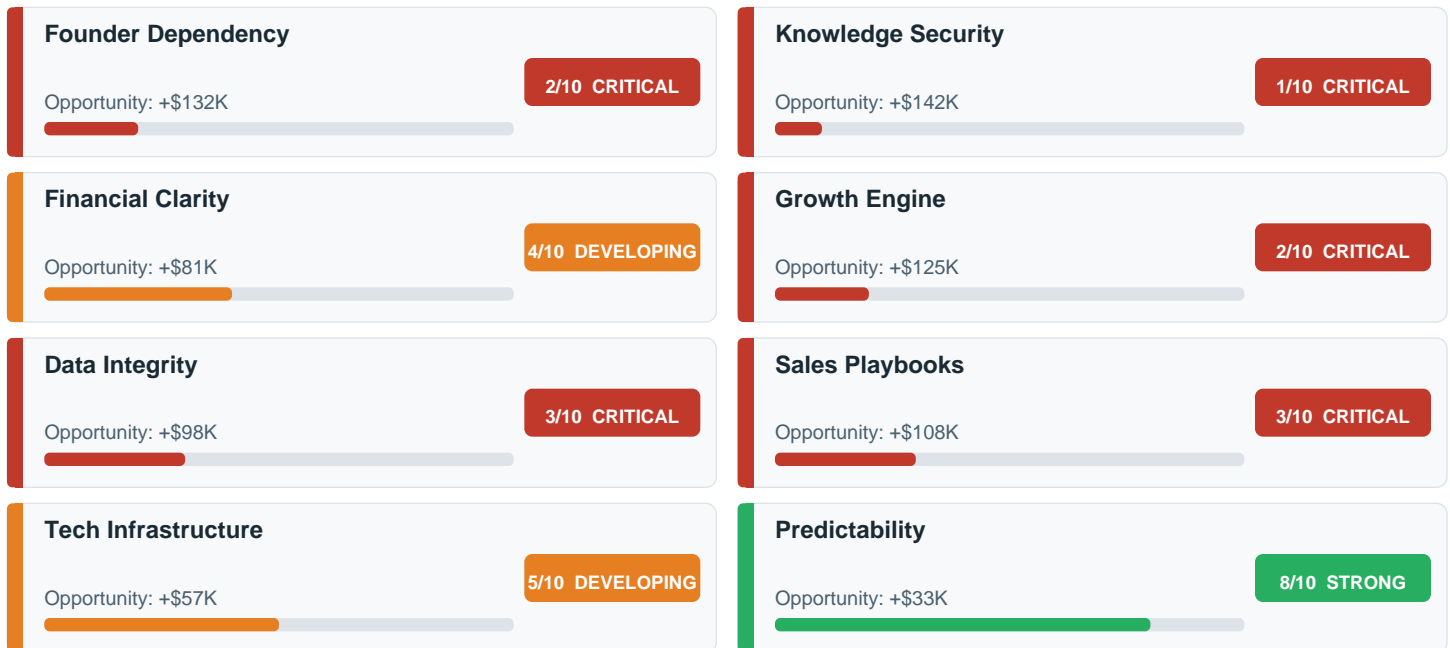
## OVERALL EQUITY GAP SCORE

**38** / 100 **CRITICAL**

6 of 8 pillars require immediate intervention.

Strong revenue foundation. Business is not yet transferable without the owner.

## PILLAR-BY-PILLAR SCORES



Total Identified Opportunity (SRA Deep Diagnostic):

**+\$776,000**

Conservative | Verified industry exit multiples

## Founder Dependency

2/10 CRITICAL | +\$132K | Sprint 3 (Days 31-45)

### CURRENT STATE

Every estimate above \$3,000 requires owner approval. Field crew has no authority to close jobs independently. When the owner is unavailable, new project intake stops.

### THE PAIN

- A buyer will identify this as direct revenue risk.
- If the owner departs post-sale, the close rate departs with him.
- This is the most common reason trade deals are repriced or abandoned.

### TRUEUP IMPLEMENTATION

- Delegation Authority Matrix defining crew sign-off limits up to \$15,000.
- Estimating process documented into a repeatable playbook with decision trees.
- Two crew leads trained through the TrueUp Field Authority Protocol.
- Weekly async review cadence: owner stays informed without approving every job.
- TrueUp designs a Profit Performance Pool tied to job margin targets — a negotiated percentage of operating profit above the historical baseline, distributed quarterly to crew leads based on close rate and job quality. The specific formula is built around Pinnacle HVAC's financial structure.

### FUTURE STATE

- Owner removed from 70% of daily approval decisions within 45 days.
- Crew leads have a financial stake in performance through the Profit Performance Pool, becoming intrapreneurs without transferring any equity.
- A buyer sees a business with trained, incentivized leadership.

## Knowledge Security

1/10 CRITICAL | +\$142K | Sprint 4 (Days 46-60)

### CURRENT STATE

Zero documented SOPs exist. Pricing logic, vendor relationships, and protocols live entirely in the owner's memory. The business would stop within 30 days if the owner became unavailable.

### THE PAIN

- A buyer cannot pay for what they cannot verify.
- An undocumented business is a liability.
- Lenders, insurers, and acquirers all discount businesses where knowledge is not transferable.

### TRUEUP IMPLEMENTATION

- Structured Knowledge Extraction sessions — 3 to 5 working sessions to document pricing logic, vendor relationships, and service protocols.
- 10-SOP library covering every critical service at documented standards.
- Vendor Relationship Register with contacts, terms, and backup suppliers.
- All documentation organized into the TrueUp Knowledge Vault.

### FUTURE STATE

- The business operates from documented systems rather than memory.
- Any employee can reference the playbook.
- Any buyer can verify the operation runs without the owner.
- Knowledge Security becomes a selling point.

## Financial Clarity

4/10 DEVELOPING | +\$81K | Sprint 2-3 (Days 16-45)

### CURRENT STATE

ServiceTitan does not sync with QuickBooks. Month-end reconciliation requires 3 to 4 days manually. Job-level profitability cannot be produced on demand.

### THE PAIN

- Buyers request job-level financials during due diligence.
- A business that cannot produce clean numbers signals immaturity and creates sustained downward pressure on the offered price.

### TRUEUP IMPLEMENTATION

- ServiceTitan-to-QuickBooks integration configured or automated export installed.
- Job-Level P&L Dashboard built to update weekly without manual input.
- Standard job cost categories defined and enforced across all technicians.
- Monthly Financial Review template pre-positioned for buyer due diligence.

### FUTURE STATE

- Owner produces accurate job-level financials in under five minutes on demand.
- Month-end close completes the same day.
- Due diligence becomes a 48-hour process.

## Growth Engine

2/10 CRITICAL | +\$125K | Sprint 1-2 (Days 1-30)

### CURRENT STATE

90% of new business originates from the owner's personal network. No paid lead generation exists. No structured referral program is in place.

### THE PAIN

- A buyer acquiring a business with no independent lead generation is acquiring a job.
- Revenue dependent on the seller's relationships does not transfer with the deed.

### TRUEUP IMPLEMENTATION

- Google Business Profile optimized with automated review generation in Sprint 1.
- Missed Call Text-Back and Instant Response deployed once A2P 10DLC approved.
- Referral Partner Program launched with 3 to 5 anchor relationships.
- Lead tracking system installed measuring origin, conversion, and revenue per channel.

### FUTURE STATE

- Business generates qualified leads through at least three independent channels.
- Revenue growth is measurable and attributable to systems.
- A buyer sees a growth engine built in, not a personal Rolodex.

## Data Integrity

3/10 CRITICAL | +\$98K | Sprint 2-3 (Days 16-45)

### CURRENT STATE

No automated reporting exists. The owner pulls numbers from memory or manually from ServiceTitan. Financial decisions are made from bank balance rather than margin data.

### THE PAIN

- Businesses without reliable data cannot demonstrate performance trends to a buyer.
- This forces reliance on the owner's narrative during due diligence, which sophisticated buyers discount heavily.

### TRUEUP IMPLEMENTATION

- Automated Weekly Ops Dashboard covering revenue, margin, open jobs, and AR aging.
- Five core KPIs defined, baselined, and configured to report every Monday automatically.
- Data hygiene protocol installed for ServiceTitan job entry.
- Monthly Business Review cadence using consistent, verified data.

### FUTURE STATE

- Every decision is made with data.
- The owner leads with numbers, not intuition.
- Any buyer can verify business health in a single meeting.
- The ops dashboard becomes a key deal exhibit.

## Sales Playbooks

3/10 CRITICAL | +\$108K | Sprint 5 (Days 61-75)

### CURRENT STATE

Close rate is materially dependent on owner involvement. No written sales process exists. New hires have no reference material.

### THE PAIN

- A business where only the owner can close deals has a fundamental revenue continuity problem.
- Post-acquisition, the buyer faces immediate close rate deterioration.

### TRUEUP IMPLEMENTATION

- Full sales conversation documented: discovery, objection handling, and closing sequence.
- Sales Reference Guide built for technicians and crew leads without formal sales background.
- CRM pipeline standardized with defined stages, follow-up triggers, and close criteria.
- One crew lead trained and certified through the TrueUp Field Sales Protocol.

### FUTURE STATE

- Close rate becomes a function of the TrueUp Sales System.
- A trained crew lead runs the full process independently.
- New hires have a documented playbook from day one.

**Tech Infrastructure**

5/10 DEVELOPING | +\$57K | Sprint 1 (Days 1-15)

**CURRENT STATE**

ServiceTitan is in use but not integrated with back-office tools. QuickBooks and ServiceTitan operate independently. No single source of truth exists.

**THE PAIN**

- Disconnected systems create reconciliation burden and gaps that surface during due diligence.
- Buyers interpret fragmented tech stacks as operational risk.

**TRUEUP IMPLEMENTATION**

- Full tech stack mapped and top two integration points identified.
- ServiceTitan connected to QuickBooks via native integration or verified middleware.
- ServiceTitan established as the single system of record for all data.
- Tech stack documented in a Tech Infrastructure Summary for buyer due diligence.

**FUTURE STATE**

- One system tells the complete operational story.
- Data flows automatically between platforms.
- A buyer inherits a documented, integrated foundation with no hidden complexity.

**Predictability**

8/10 STRONG | +\$33K | Sprint 1-2 (Days 1-30)

**CURRENT STATE**

The owner has strong intuitive sense of revenue patterns from 11 years of operation. A 12-month forecast has not been formalized.

**THE PAIN**

- Intuition is not transferable.
- A buyer cannot purchase 11 years of pattern recognition, but will pay a significant premium for the documented version of it.

**TRUEUP IMPLEMENTATION**

- 12-Month Revenue Forecast Model built from three years of verified ServiceTitan data.
- Seasonal Planning Calendar created with staffing and cash flow projections by quarter.
- Revenue pattern narrative documented in a Business Intelligence Brief for buyers.
- Profit Performance Pool tied to forecast accuracy and margin targets, giving the team direct financial incentive to maintain systems at peak efficiency after the owner steps back.

**FUTURE STATE**

- The owner's intuition becomes a documented, buyer-facing asset.
- The Profit Performance Pool ensures the team is incentivized to maintain system performance after the owner steps back.
- A buyer sees a business running on verified, documented intelligence.

# The 90-Day Value Recovery Roadmap: System Sprints

The Succession Architecture is structured as six 15-day System Sprints. Each sprint delivers a specific, measurable result tied directly to a Recoverable Value. This engagement is designed as a self-funding project: the value injected every 15 days is quantifiably greater than the proportional cost of delivering it. TrueUp handles all A2P 10DLC compliance and carrier registration on your behalf.

**Sprint 1 | Days 1-15**

**Digital Visibility and Reputation Management**

Google Business Profile optimization, local search visibility, and automated review generation.

**ACTION:**  
A2P 10DLC registrations initiated Day 1 to start the regulatory approval window.

**Recoverable Value: \$140K-\$185K**

Brand visibility and lead recovery

**Sprint 2 | Days 16-30**

**Lead Capture and Automated Response**

Implementing the Instant Response system and Missed Call Text-Back automation.

**ACTION:**  
Full SMS and automated follow-up activated once A2P 10DLC approvals are finalized.

**Recoverable Value: \$120K-\$185K**

0% lead abandonment protocols

**Sprint 3 | Days 31-45**

**Operational Protocols and Founder Offloading**

Decision-making frameworks and rules of engagement to reduce team reliance on the owner.

**ACTION:**  
Delegation Matrix deployed. Crew lead authority activated.

**Time Recovered: 10-15 hrs/week**

Founder capacity redirected to strategy

**Sprint 4 | Days 46-60**

**Process Standardization and SOP Library**

Centralizing and documenting all core business workflows in a digital library.

**ACTION:**  
Core SOP library drafted and in active operational use by Day 60. Vendor register finalized.

**Recoverable Value: \$160K-\$210K**

IP secured, turnover cost eliminated

**Sprint 5 | Days 61-75**

**Sales Systems and Playbooks**

Standardizing sales scripts, follow-up procedures, and CRM pipeline management.

**ACTION:**  
Crew lead trained and certified. CRM stages defined. Follow-up automation active.

**Recoverable Value: \$120K-\$160K**

Revenue consistency and multiple expansion

**Sprint 6 | Days 76-90**

**Final Integration and Exit Readiness**

Full system audit, Guardian Retainer setup, and the Founder's Freedom Week stress test.

**ACTION:**  
All 8 pillars reviewed and updated. Final implementation report delivered.

**Total Delta: \$800K-\$1.15M**

Buyer-ready asset premium unlocked

**FOUNDER'S FREEDOM WEEK | Sprint 6 North Star Deliverable**  
A 7-day period in which the founder exits all daily operations. The Profit Performance Pool, lead capture systems, and delegation protocols are validated without executive intervention. This is the proof that the business runs — and the foundation of the buyer story.

**THE SELF-FUNDING LOGIC**  
Every 15 days, a new system goes live. Every system is tied to a measurable recovery of lost revenue, time, or equity.

## Closing the Gap: The Financial Architecture of Your Exit

Each pillar represents a specific, measurable drag on Pinnacle HVAC's exit multiple. The table below shows what each gap costs at the negotiating table and what closing it is worth. Projections use conservative exit multiples validated against recent MEP and exterior trade contractor transactions.

CURRENT STATE

### 3.0x EBITDA Multiple

\$1,410,000 | \$470K EBITDA x 3.0x | Owner-dependent, high-risk pricing

6 of 8 pillars currently rated **CRITICAL** or **DEVELOPING**

#### +1.65x Multiple Expansion

+\$776,000 in projected equity unlocked

PROJECTED STATE

### 4.65x EBITDA Multiple

\$2,186,000 | \$470K EBITDA x 4.65x | Systematized, transferable, buyer-ready

All 8 pillars **COMPLETE** or **STRONG**

#### PER-PILLAR VALUATION BREAKDOWN

PILLAR	SCORE	MULTIPLE IMPACT	VALUE UNLOCKED	TIMELINE
Founder Dependency	2/10	+0.50x	+\$132K	Sprint 3 (Days 31-45)
Knowledge Security	1/10	+0.50x	+\$142K	Sprint 4 (Days 46-60)
Financial Clarity	4/10	+0.35x	+\$81K	Sprint 2-3 (Days 16-45)
Growth Engine	2/10	+0.45x	+\$125K	Sprint 1-2 (Days 1-30)
Data Integrity	3/10	+0.35x	+\$98K	Sprint 2-3 (Days 16-45)
Sales Playbooks	3/10	+0.40x	+\$108K	Sprint 5 (Days 61-75)
Tech Infrastructure	5/10	+0.30x	+\$57K	Sprint 1 (Days 1-15)
Predictability	8/10	+0.15x	+\$33K	Sprint 1-2 (Days 1-30)

**TOTAL PROJECTED INCREASE IN BUSINESS VALUE**      **+\$776K | +\$776,000**

TODAY

**\$1,410,000**

3.0x multiple | Owner-dependent

AFTER SUCCESSION ARCHITECTURE

**\$2,186,000**

4.65x multiple | Systematized, buyer-ready

-> **+\$776,000 in projected equity unlocked**

Source: 2025-2026 transaction data — Axial, ClearlyAcquired, Generational Equity, Breakwater M&A (residential MEP trade contractors, western U.S.)

## Implementation Economics: Skin in the Game

Most consultants charge for their time regardless of outcome. TrueUp Systems operates differently. The pricing structure is designed so that TrueUp only profits significantly when Pinnacle HVAC does. This is not a philosophical position. It is a contractual one.

### THE THREE-PART ENGAGEMENT STRUCTURE

#### Equity Gap Assessment

\$1,500

01

The X-Ray. High-level diagnostic across all 8 pillars. Delivered within 3 business days. Credited in full toward the Succession Readiness Audit.

#### Succession Readiness Audit

\$10,000

02

The MRI. This document. Comprehensive diagnostic, pillar-by-pillar implementation specification, and 90-day blueprint. Delivered within 30 days. The full \$10,000 is credited toward the Succession Architecture — Pre-Funding the Founder's Freedom Week.

#### Succession Architecture

Custom Implementation Scope

03

The 90-day co-creation engagement scoped specifically from the findings of this audit. TrueUp builds every system across six System Sprints. Investment is defined after this audit is reviewed and the scope is agreed.

### THE \$10,000 SRA CREDIT

The full \$10,000 investment made for this audit is applied as a direct credit toward the Succession Architecture engagement. This credit pre-funds the Founder's Freedom Week — the first payment toward proving your business runs without you.

## EQUITY PERFORMANCE STAKE

### THE SKIN IN THE GAME AGREEMENT

TrueUp Systems takes a contractual Equity Performance Stake in the outcome of the Succession Architecture engagement. This is our success fee, structured so we only profit significantly when Pinnacle HVAC does.

#### ● Phase 1 — Baseline

The EGA-documented valuation of \$1,410,000 is the agreed and locked starting point. This number cannot be revised downward.

#### ● Phase 2 — The Trigger

The Equity Performance Stake activates only upon a verified liquidity event: a sale, recapitalization, or equity transfer at a documented price.

#### ● Phase 3 — The Calculation

TrueUp participates in a negotiated percentage of the increase in business value above the EGA baseline. We participate only in the growth we helped create — not in the baseline value.

#### ● Phase 4 — The Alignment

If Pinnacle HVAC exits at \$2,186,000, the increase over baseline is \$776,000. TrueUp participates in a percentage of that increase. If the value does not increase, TrueUp does not collect.

# The 90-Day Value Recovery Roadmap: Linear View

Six System Sprints. 90 days. One outcome: a transferable, buyer-ready business. Every sprint includes a conservative Recoverable Value range.

<p><b>Sprint 1</b> <span style="float: right;">Days 1-15</span></p> <p><b>Digital Visibility and Reputation Management</b></p> <p>Google Business Profile optimization, local search visibility, and automated review generation.</p> <p><b>RECOVERABLE:</b> <b>Recoverable Value: \$140K-\$185K</b></p> <p>Brand visibility and lead recovery</p> <p style="text-align: center;">Sprint 1 of 6</p>	<p><b>Sprint 2</b> <span style="float: right;">Days 16-30</span></p> <p><b>Lead Capture and Automated Response</b></p> <p>Implementing the Instant Response system and Missed Call Text-Back automation.</p> <p><b>RECOVERABLE:</b> <b>Recoverable Value: \$120K-\$185K</b></p> <p>0% lead abandonment protocols</p> <p style="text-align: center;">Sprint 2 of 6</p>	<p><b>Sprint 3</b> <span style="float: right;">Days 31-45</span></p> <p><b>Operational Protocols and Founder Offloading</b></p> <p>Decision-making frameworks and rules of engagement to reduce team reliance on the owner.</p> <p><b>RECOVERABLE:</b> <b>Time Recovered: 10-15 hrs/week</b></p> <p>Founder capacity redirected to strategy</p> <p style="text-align: center;">Sprint 3 of 6</p>
<p><b>Sprint 4</b> <span style="float: right;">Days 46-60</span></p> <p><b>Process Standardization and SOP Library</b></p> <p>Centralizing and documenting all core business workflows in a digital library.</p> <p><b>RECOVERABLE:</b> <b>Recoverable Value: \$160K-\$210K</b></p> <p>IP secured, turnover cost eliminated</p> <p style="text-align: center;">Sprint 4 of 6</p>	<p><b>Sprint 5</b> <span style="float: right;">Days 61-75</span></p> <p><b>Sales Systems and Playbooks</b></p> <p>Standardizing sales scripts, follow-up procedures, and CRM pipeline management.</p> <p><b>RECOVERABLE:</b> <b>Recoverable Value: \$120K-\$160K</b></p> <p>Revenue consistency and multiple expansion</p> <p style="text-align: center;">Sprint 5 of 6</p>	<p><b>Sprint 6</b> <span style="float: right;">Days 76-90</span></p> <p><b>Final Integration and Exit Readiness</b></p> <p>Full system audit, Guardian Retainer setup, and the Founder's Freedom Week stress test.</p> <p><b>RECOVERABLE:</b> <b>Total Delta: \$800K-\$1.15M</b></p> <p>Buyer-ready asset premium unlocked</p> <p style="text-align: center;">Sprint 6 of 6</p>



## MILESTONE OUTCOMES BY SPRINT PAIR

<p><b>End of Sprint 2 (Day 30)</b></p> <p>Digital presence active. Lead capture automated. A2P compliant. Financial integration live. Forecasting model built.</p>	<p><b>End of Sprint 4 (Day 60)</b></p> <p>Owner removed from routine decisions. Core SOP library in active use. Data reporting automated. Full operational visibility.</p>	<p><b>End of Sprint 6 (Day 90)</b></p> <p>Founder's Freedom Week validated. All 8 pillars documented and tested. Business runs without the owner.</p>
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# The 90-Day Value Recovery Roadmap: Pillar Matrix View

A sprint-by-sprint view of which pillars are addressed, in what sequence, and what gets delivered.

PILLAR	S1 Days 1-15	S2 Days 16-30	S3 Days 31-45	S4 Days 46-60	S5 Days 61-75	S6 Days 76-90
Tech Infrastructure	Build	Complete	Monitor	—	—	Review
Predictability	Build	Complete	—	—	Monitor	Review
Growth Engine	Launch	Build	Monitor	Monitor	Optimize	Complete
Financial Clarity	—	Configure	Build	Complete	Monitor	Review
Data Integrity	—	Configure	Build	Complete	Monitor	Review
Founder Dependency	—	—	Design	Build	Complete	Review
Knowledge Security	—	—	—	Build	Complete	Review
Sales Playbooks	—	—	—	Design	Build	Complete

**STATUS KEY**

Launch
Configure
Build
Complete
Monitor
Optimize
Review

**Sequencing Logic**

High-dependency pillars are started in Sprint 1 because their outputs unlock work in other pillars in subsequent sprints.

**Parallel Workstreams**

Multiple pillars advance simultaneously in Sprints 2 through 4. The TrueUp system runs parallel workstreams without creating owner overload.

**Completion Standard**

A pillar is marked Complete when its deliverable has been tested in live operation, not just built. Completion requires verification that the system runs without TrueUp present.

**Sprint 6 State**

By the end of Sprint 6, all 8 pillars are in Complete, Monitor, or Review status. The final implementation report is delivered.

## What to Expect: From Audit to Architecture to Exit

This audit is the end of the diagnostic phase and the beginning of the implementation conversation. The following describes what comes next, what to expect from the Succession Architecture engagement, and what the full journey looks like.

**NOW**

### Review This Audit

Read through the pillar sections. Flag any findings that do not match your operational reality. This document is the starting point for the architecture conversation. Every number in it is open for discussion before we begin.

**NEXT 2 WEEKS**

### Succession Architecture Scoping Call

A 60-minute working session where TrueUp and Pinnacle HVAC review the audit findings, confirm implementation priorities, and define the Custom Implementation Scope. Equity Performance Stake terms are agreed in this session.

**DAYS 1-90**

### The Succession Architecture

The 90-day co-creation engagement executed across six System Sprints. TrueUp builds every system in this audit. Weekly sessions, async support, and milestone delivery every 15 days. Owner commitment: 4 to 6 hours per week. TrueUp handles all A2P 10DLC compliance and carrier registration to ensure all business communications are protected and legally compliant.

**DAY 91+**

### Guardian Retainer (Optional)

For owners who want ongoing support maintaining systems, managing new automations, or navigating the pre-sale period, the Guardian Retainer provides fractional COO-level support at \$1,500–\$5,500/month. Scope and cadence are defined at the end of the Succession Architecture engagement.

**EXIT**

### The Premium Exit

A business that runs without you. Clean financials. Documented systems. A valuation that reflects what you built. The Equity Performance Stake activates at this stage, completing the TrueUp partnership model.

**INVESTMENT SUMMARY**

<p>Equity Gap Assessment</p> <p><b>\$1,500</b></p> <p><small>Credited toward SRA</small></p>	<p>Succession Readiness Audit</p> <p><b>\$10,000</b></p> <p><small>Credited toward Architecture</small></p>	<p>Succession Architecture</p> <p><b>Custom Scope</b></p> <p><small>Equity Performance Stake at exit</small></p>
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## Your Next Three Actions

This document represents TrueUp Systems' commitment to Pinnacle HVAC Solutions. Every finding, recommendation, and projection reflects specific, verified work. The numbers are conservative. The path is clear. The only variable is timing.

01

### Read This Document in Full

Work through each pillar section. Flag anything that does not match your operational reality so we can refine it together before the scoping session. This document should feel accurate before we build from it.

02

### Schedule the Architecture Scoping Call

Reply to this audit delivery with your availability for a 60-minute working session. We will review the findings, confirm implementation priorities, and agree on the Custom Implementation Scope and Equity Performance Stake terms.

03

### Identify Your Key Team Member

Think of one person on your team who should participate in the SOP documentation and training sessions during the Succession Architecture engagement. They do not need to know everything. They need to show up consistently over 90 days.

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PREPARED FOR

**James Hendricks**

Owner | Pinnacle HVAC Solutions

Audit Date: May 2026

Exit Horizon: 2-3 Years | Target: Premium Exit

CONFIDENTIAL | SAMPLE DELIVERABLE | CLIENT DATA IS FICTITIOUS | METHODOLOGY PROPRIETARY TO TRUEUP SYSTEMS