

DOWNLOADABLE GUIDE

SDE Valuation Worksheet

A line-by-line way to recast a grocery P&L; and turn it into a going-concern band. Print it. Write on it. Bring it to the call.

BizBuySell published a 3.38 average earnings multiple on grocery/supermarket businesses sold in 2025, and a 1.60-3.15 IQR for 2021-2025. Those are national listing-site sold figures, not your store.

Step A - Start with reported owner benefit

Line	Your number
Net income (tax return or P&L;)	_____
Owner salary / draws to add back	_____
One-time repairs (prove they are one-time)	_____
Personal auto, travel, insurance	_____
Related-party rent vs market rent (adjust)	_____
Recast SDE	_____

Step B - Separate inventory

Inventory is usually paid at seller's cost on count night. It is not multiplied. If you mix it into the multiple, you will over-ask by the size of the stockroom.

Step C - Apply a band, not a slogan

Teaching example: recast SDE \$260,000. Low 1.85x = \$481,000. High 3.00x = \$780,000. Add \$165,000 inventory. Going-concern band = \$646,000 to \$945,000. Move the multiple down for a short lease, a SNAP-heavy file with no compliance history, or a store that only works with the seller on the floor 70 hours a week.

Step D - Reality checks

- Sales per selling square foot vs FMI channel context (\$19.59 weekly per sq ft in 2025 is a supermarket sample, not your box).
- Turns: annual COGS / average inventory. Center store and produce do not share a clock.
- Labor vs sales. A below-market family payroll juiced SDE.
- Owned real estate: recast the store on market rent, then value the building separately.

Walk this worksheet with Jason Taken: <https://grocerystorebusinessbroker.com/book/>

What this worksheet is not

It is not an appraisal. It is not a broker opinion of value you can show a judge. It is a shared language so a seller and a buyer stop arguing about a Facebook multiple. Grocery Store Business Broker will recast your actual file on the call.

Blank working table

	Year 1	Year 2	TTM
Sales			
COGS			
Gross profit			
Reported net			
Add-backs (list)			
Recast SDE			
Inventory at cost			

Book the valuation conversation: <https://grocerystorebusinessbroker.com/book/>