DATASHEET

Gap Meter

Find where your business is leaking time, money and customers, across eight areas, and what to fix first.

STATUS **Taking requests**

Who it's for	Owner-run small businesses anywhere
Part of	The Premier Choice Intelligence platform: machines, agents, verification, approvals and the living record

What it is

Gap Meter is a business assessment across eight areas: finding customers, follow-up, pricing, cash flow, books and paperwork, your time, online presence, and funding and grants.

Start with the free self-check: 8 questions, about two minutes. You get a gap score from 0 to 100, where a higher score means more room to improve, and your top three fixes. When you want to go further, we run a full assessment and give you a written action plan ranked by impact.

Who it's for

- Owners who feel busy but not ahead, and want to know where to start.
- Businesses getting ready to apply for grants or funding programs.
- Teams that want a plain, written plan instead of general advice.

Key capabilities

Free self-check
8 questions, about two minutes. Start here before you talk to anyone.

Gap score 0 to 100
Higher means more room to improve. One number you can track over time.

Top three fixes
The three places that will make the most difference first.

Full assessment
We review all eight areas with you, using your own records and answers.

Written action plan
Every recommendation ranked by impact, tied to what we found.

Checked before it reaches you
A second party confirms each finding against the record before the plan goes out.

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How it works

1 **Take the free self-check**
Answer 8 questions about how your business runs today. It takes about two minutes.

2 **See your score and top three fixes**
Your gap score from 0 to 100 and the three areas to work on first.

3 **Request a gap assessment**
We review all eight areas in depth with you.

4 **Get your written action plan**
Recommendations ranked by impact, checked against what we found, and approved by a person before it is sent.

5 **Act on it**
Fix it yourself with the plan, or ask us to help with the parts you would rather hand off.

The eight areas

Area	What we look at	Area	What we look at
Finding customers	Where new customers come from, and whether you can count on it.	Books and paperwork	Whether records, receipts and key documents are current and easy to find.
Follow-up	How fast inquiries and quotes get an answer, and how many are lost.	Your time	How much of the business depends on you doing it yourself.
Pricing	Whether your prices cover your true costs and reflect your value.	Online presence	Whether customers can find you, trust you and reach you online.
Cash flow	What is owed to you, what is due, and how far ahead you can see.	Funding and grants	Whether you are ready to apply for programs that fit your business.

Built and tested in our own companies

We built Gap Meter to look at our own companies first: the same eight areas, the same scoring and the same written plan. We use it to decide what our own machines and agents work on next.

Request a gap assessment

Status: Taking requests. Request a gap assessment, or start with the free self-check on premierchoiceintelligence.com.
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