

# Valuation Advisory

## Report Forms and Fee\* Structure

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### 100 Series: Value Calculations (Minimum fee \$4,500)

A basic business valuation, informal in style, and appropriate for establishing a preliminary market value, selling price, purchase price, or Buy/Sell agreements for small private businesses and professional practices. Includes: financial analysis, market comparisons, Asset, Income, and other appropriate valuation approaches.

### 200 Series: Market Valuations

#### 201 Valuation Summary Report (Minimum fee \$5,800)

Meets I.R.S Revenue Ruling #59-60 covering Fair Market Value Standard, and utilizing at least three valuation approaches: Asset, Income, and Market Data, with a conclusion based on a synthesis and reconciliation of considered approaches. Includes: required documentation and basic industry research.

#### 202 Valuation Detail Report (Minimum fee \$6,800)

A comprehensive formal appraisal: A certifiable, fully documented analysis and professional opinion. Includes: Industry research, with pertinent local and national economic factors. Complies with IRS Rev. Ruling 59-60, and is suitable for ESOP valuations, litigation, and tax dispute purposes.

### 300 Series: Fair Value Opinions (Minimum fee \$9,750)

In compliance with the Financial Accounting Standards Board (FASB), and the Financial Industry Regulatory Authority (FINRA) Series 79 Standards, suitable for public financial reporting companies, corporate acquisitions, divestitures, Initial Public Offerings (IPO), Fairness Opinions, and Goodwill and Intangible Asset Impairment analysis. Includes: comprehensive industry, market, and economic research.

### 400 Series: M&A Market Validation Analysis (Minimum Fee \$12,500)

A robust analysis and opinion of true corporate market value range, from its Fair Market Value up to its greater Strategic Investment Value. Includes: comprehensive industry research analysis and discrete employee and customer surveys. An important value audit for owners and shareholders of midsize companies, it is the critical first step in Exit Strategy Planning, going to market, or to price negotiations.



\*Fees include: all research and production costs, conducting pre-valuation interviews, one post valuation consultative conference, an electronic copy of final report, and routine business expenses, i.e. telephone, facsimile, and postage, excluding travel expenses outside of southern California.