

## **Business Valuation: A Critical Review**

### **Brief Description:**

Attendees will leave understanding how to review a business valuation and where to look for possible manipulation and gamesmanship in the report and value found.

Basic valuation concepts and methods that directly impact the value found will be discussed. From there we will delve into how valuation theory and practice can be manipulated to produce favorable or unfavorable results and how you as a reviewer or user can identify potential weaknesses and other issues.

### **Learning Objectives:**

- Understand the three major valuation approaches / methods and when each tends to be a valid choice. (The three approaches covered are the asset method, market method, and income method.)
- How to review a discount or capitalization rate for the income method and/or a multiplier for the market method.
- Assess major valuation concepts such as the valuation date, standards of value, what an interest is in valuation, and so on.
- Check adjusted cash flows for proper add-backs to determine Earnings before Interest, Taxes, Depreciation and Amortization (EBITDA) and Sellers Discretionary Earnings (SDE).
- Review a business valuation to determine if it has been estimated reasonably.
- Judge strengths and weaknesses in the report and understand how that impacts the overall value found.

**Program level** – Basic to Intermediate (the level can be tailored for your audience).

**Presentation time:** 100 / 120 minutes

All presentations will be customized for your participant's needs or requirements.

**Contact us (609-664-7955 or [learning@TheArtofBusinessValuation.com](mailto:learning@TheArtofBusinessValuation.com)) to learn about other presentation topics – or to discuss your group's specific requirements.**

**Presentations by Gregory Caruso, J.D., C.P.A., C.V.A.**  
Author, “The Art of Business Valuation, Accurately Valuing a Small Business”

**Webinars, presentations, and courses by Greg Caruso are perfect for**

- **Continuing Legal Education (CLE)**
- **CPA and Accounting Continuing Professional Education (CPE)**
- **Business Valuation (CVA, ABV, ASA) Continuing Professional Education**
- **And Many Other Groups**

All webinars and presentations are created and led by [Greg Caruso, JD, CPA, CVA](#) , author of “The Art of Business Valuation, Accurately Valuing a Small Business”.

- All virtual events are recorded for post-event viewing.
- Extensive professional materials are provided to attendees.
- Greg is available for questions by email or phone for a period of time after each presentation.
- For some presentations, Greg can facilitate small group discussions after the event.

By presenting in an interactive format and covering topics at varying technical levels, your participants are engaged and learn critical elements including relevant applications of the material. We are committed to providing an excellent program that exceeds your expectations.

**About Greg:**

**Partial CV, Previous Presentations:**

- “Business Valuations in the Shadow of COVID-19”- multiple including BVR, AAA CPA
- “Primer on SBA Business Valuation, What to Look For,” Maryland Commercial Lenders Assoc.
- “Market Method for Valuing Small Businesses,” NJ NACVA
- “Taxes for Small Business M&A” Virginia Association of CPA’s
- “Buying, Selling, Valuing Small Business: The Similarities and Differences”, Valuation Products and Services, Jim Hitchner
- “Exciting Exits”, Society of Financial Service Professionals, Maryland

**Editor-In-Chief**

- “Around the Valuation World” Webinar, NACVA, Editor, Moderator and Contributor, monthly since 2016

**Author**

- [The Art of Business Valuation, How to Value a Small Business](#), Wiley, Fall 2020
- [11 Secrets To Selling Your Business](#), Book, March, 2007, Authorhouse.

**Business Valuation and Business Brokerage**

- Harvest Business, LLC, Business valuations and business brokerage since 2004. Lead broker in over 60 transactions. 100’s of business valuations for all purposes.

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