

Working with Comparable Data for the Market Method When Valuing Small Businesses (Private Company Guideline Method)

Brief Description

A Review of the market method for use with small business valuation.

Emphasis will be on selection of market comparables, evaluating comparables based on profitability charting and graphs, use of statistics, and estimating value using the market methods.

Learning Objectives:

- List the strengths and weaknesses of the market method and how to make adjustments to reduce error
- Identify SIC and NAICS codes and further useful sorts such as revenue and cash flow ranges, sale dates, and key words in order to select valid market comparables
- Describe the differences between the way DealStats records asset sales and stock sale transactions
- Earnings Before Interest, Taxes, Depreciation, and Amortization (EBITDA) as a cash flow measure
- Chart comparables based on profitability as measured by the selected cash flow and read the charts in order to increase accuracy of selected multipliers
- Calculate statistical measures to determine relative reliability of comparable data and understand inherent problems with statistical data
- Review Cash Flows found
- Calculate estimate of value using market method

Program Level: Intermediate

Presentation Time: 50 / 60 Minutes

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

**Contact us (609-664-7955 or 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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