

## UNIQUE ATTRIBUTES

TO OBTAIN A PROFESSIONALLY PREPARED BUSINESS VALUATION, THERE IS A PROCESS THAT USUALLY INCLUDES THE FOLLOWING:

A Business Appraiser will use a methodology based on his or her experience, drawn from a multitude of useful valuation models used in many industries for various size companies. What works best for the entire professional team, i.e., lawyer, accountant, banker, financial advisor and others, should have clarity while reflecting the businesses unique attributes that differentiate it, all businesses have certain common factors. The Business Appraiser should take those factors, plus elements that create a premium or a discount, into consideration, without getting bogged down in esoteric theories that are not necessities to creating a valuation opinion. The process will begin with a confidential questionnaire that seeks to capture and integrate into a Business Valuation Report - encapsulating all the key value drivers, which are crucial in order to achieve a realistic determination of value.

**For example**, if you are interested in selling your family business, the questionnaire should be tailored to your business and industry, for you and your professional advisors. Most business owners complete the questionnaire with internal resources, if need be, the Business Appraiser would be available to advise and direct the process so that your valuation incorporates the latest and most accurate measures of your company's many aspects. In the meantime, the Business Appraiser would begin a comprehensive survey of your industry that covers recent sales, acquisitions, startups, overall profitability, competition, and public and private company ratios and unique attributes. And the health of the marketplace – is it growing, mature, or in decline?