



IN THE BUSINESS OF SELLING YOUR BUSINESS | SINCE 1987

Business Valuations



IN THE BUSINESS OF SELLING YOUR BUSINESS | SINCE 1987

BUSINESS VALUATIONS: YOUR MOST VALUABLE ASSET

For many business owners their business is their most valuable asset. Most business owners check their stock portfolio daily or know the value of their real estate, many give little thought to what their business is actually worth—and why—until they want to sell. It can be an expensive lesson.

Just a couple years of advance planning may mean hundreds of thousands or even millions of dollars gained when you sell your business

The first step is a certified business valuation.

Our certified business valuation is a fee-based service and represents a much deeper dive into your business and what drives its value. The final product is a formal Valuation Report on your business with insight for increasing your company's value.



"Don was excellent in his communications, delivering what he promised, his education and clarity on the results, and his willingness to make sure I totally understood the results. Thank you for an excellent job."

-C.T., \$20mm Window Company, Valuation Client

BUSINESS VALUATION SERVICES

Proforma Partners will perform a documented, certified business valuation that conforms to USPAP standards, and **reviewed by a Business Certified Appraiser (BCA)**.

Your Proforma Partners Advisor will review your Business Valuation with you in detail so you understand the results and can utilize it in business decision making.

Fees typically range from \$5,000 - \$10,000, provided there are no excessive complications (multiple entities for example), and accurate, complete, and reliable financial statements are provided. Most companies under \$50mm in annual sales should fall at the low end of the range.

Business Sales | Business Valuations | Exit Strategy



[SCHEDULE A FREE CONSULTATION>>](#)

Donald L. Beezley, BCA

President / Advisor

Proforma Partners, LLC

DIRECT: 303.886.0809

don.beezley@proformapartners.com

www.ProformaPartners.com

Proforma Partners, LLC | www.ProformaPartners.com

Basic Indication of Value or Certified Business Valuation?

■ ***Basic Indication of Value: Transparency for sellers—if you’re ready to sell now or in the near future.***

Thinking about selling your business? To allow our prospective clients to get a feel for the potential value of their business, Proforma Partners will do a basic initial financial review on a complimentary (free) basis to project a potential “universe of value” for the Company in a sale situation. There is no commitment from you and nothing to sign or pay for.

This is not the same as a full, documented business valuation (which typically runs \$5,000 - \$10,000 per entity; see *Certified Business Valuation*, further below), but it provides an owner considering a sale meaningful insight into the potential value of their business in a transaction.

This differs from the standard in our industry in which you may be charged thousands of dollars to commit to listing for sale and then be delivered a valuation with significantly different results than was expected. Or go to market with certain expectations only to find out buyers will not value your business the way you were told they would.

We feel this is a higher integrity approach—and better for us and the client—to have a more *transparent approach* up front so you can make an informed decision about selling your business-before making any financial commitment to us.

More complicated structures may require an actual valuation fee, but if your business is a single entity with very good (accurate and up to date) financial information available on a consolidated basis, we should be able to perform a basic analysis to give you the insight you need to decide whether or not it is the right time to sell.

Information needed—Basic Indication of Value

1. Complete Basic Indication of Value Questionnaire
2. Last five years’ ending P&L and Balance Sheet (that match your business tax returns)
3. Year-to-Date P&L and Balance Sheet (updated through a full month end, i.e., “June 30”)
4. Note any known significant events affecting your company recently or coming up
5. Please provide financial statements in Xcel if possible

■ ***Certified Business Valuation: For longer term, deeper planning purposes, value maximization, or legal needs.***

If it’s not time to sell and you’d like a business valuation for planning or other purposes, or you’re a buyer looking for help valuing a target company, then our certified business valuation service is for you. We’ll do a

deep dive and prepare a certified business valuation (BCA)—which is required by lenders, CPAs, attorneys, and courts. Proforma Partners has been certified by the International Society of Business Appraisers.

Our certified business valuation is a fee-based service and represents a much deeper dive into your business and what drives its value. The final product is a 20 to 30-page report that includes value methodologies, valuation results, recommended changes and improvements to maximize Company value.

Talk with a Proforma Partners Advisor today to see what's right for your situation.

About Proforma Partners: *Founded in 1987,* Proforma Partners is a leader in Business Exit Planning, Business Valuation, and Business Brokerage. Our advisors have extensive, hands-on experience as former business owners, buyers, and sellers. Our leading-edge marketing platform ensures your business is discreetly and confidentially presented to screened, high-quality buyers throughout North America and abroad. Your advisor will stay with you throughout the process, from your first conversation to the closing table. Our Business Certified Appraisers (BCA) are trained in accepted, advanced valuation methodologies and will ensure you understand the results of your business valuation.