

Business Valuation Services



thinking strategically to your best advantage



Babush, Neiman, Kornman & Johnson, LLP
Certified Public Accountants & Consultants

We don't just determine value. We help you understand value.

At BNKJ, we think measuring value is just one step in the **health of your business**. The key is to understand **what effects value**.

Value is a perception as much as a number. We want to help you find out what diminishes value and ultimately what creates it.

What's It Worth?

Valuation is at the very heart of business planning and activity, providing critical information for decision-makers. A wide range of important business and personal situations **require a definitive determination of what a company is worth**. The analysis of data, relationships, historical information, economic trends, capital markets and buyer and seller psychology all stems from a basic question. **"How much?"**

Do you know how your company is positioned against the competition? Are you **properly capitalized and efficiently leveraged?** Are you **adequately insured?** These issues require a value determination.

Is the business competing or is it struggling?

The answer is the core of a business valuation.



Finding the Right Help

Most businesses have **unique characteristics** that make direct comparison to market transactions difficult at best. If market data is unavailable, alternative **analysis** and **techniques** must be used. Application of these requires **training, experience and seasoned professional judgment.**

More Than Price

BNKJ's Business Valuation Group offers **strategic thinking, tax and accounting expertise in addition to appraisal skills and experience.** The quality of our analysis is a function of the rigorous application of accepted valuation methodology and the clear, jargon-free fashion in which our reports are written. An appraisal report is only one option in valuation services. We can **help identify value drivers, develop strategic plans, assist with operations turnaround, assess joint ventures or business combinations and analyze and facilitate estate and succession plans.**

Range of Services

- Mergers and acquisitions.
- Estate and gift planning.
- Buy-sell and cross purchase agreements.
- Economic damages.
- ESOP consulting.
- Stock option plans.
- Marital dissolutions.
- Purchase price allocations.
- Bankruptcy and reorganizations.
- Recapitalizations.
- Debt and equity investment instruments.
- Solvency and fairness options.

This list represents only a few reasons why you or one of your professional advisors might suggest the need for a valuation.

Valuation should be part of your normal business planning activities. Just as you consult with your attorney or insurance agent on a regular basis, a valuation consultant helps you determine **existing and future value drivers.** The life of your business and its future worth become stronger through revisiting its value regularly.

What you really need out of a valuation expert is someone to help you determine the value drivers. How do we enhance the value of this company?



Talking to people,
investigating the
premises,
understanding the
business and the
industry, exploring the
maturity are all part of
BNKJ's business valuation
process.



Litigation Support

Claims and disputes continue to rise. To prevail in this type of litigation requires not only top-quality valuation analysis - which is one of BNKJ's core competencies - but also the skill and expertise that can only be acquired through **actual experience testifying as an expert witness.**

Often a BNKJ specialist is retained to take a position and explain the situation or damages. Sometimes our independent opinions are designed to rebut another view. No matter the case, BNKJ professionals maintain their objective perspective during highly charged proceedings.

At the pretrial phase, an objective valuation analysis can substantially increase effectiveness of pretrial planning, depositions, or settlement negotiations.

The testimony of a valuation expert can greatly strengthen a case throughout a trial.

Middle-Market Concentration

Whether for **estate taxes or planning, sales, purchases, loan applications, litigation, due diligence, gifting, or IRS or SEC issues**. BNKJ is involved with businesses of most sizes and types. We are regularly called upon to address patents, licenses and covenants as part of our valuation efforts for family businesses and corporations in various industries.

Research Capabilities

BNKJ's extensive valuation library and access to electronic databases enables our professional staff to provide clients with **empirical research and quantification of a variety of appraisal issues**. Our professionals perform extensive research in all facets of the valuation process from physically visiting the business premises to learning how your industry works. BNKJ takes an **active approach** in its research. We take the **extra steps and talk with management, employees and customers** to assess the **goodwill and intangible assets**.

Is the insurance coverage adequate?

Are you financing the business efficiently?

Does your compensation system attract the best talent?

We deal with these issues everyday.





Why BNKJ?

When you choose BNKJ, you benefit from a strong tradition of experience. **A philosophy stressing efficiency and attentive service** is all part of our valuation process.

We also understand true tax and transitional ramifications when a business changes hands. We can assist with everything from succession logistics to helping you structure the terms of the transaction.

It's no coincidence that we bring the same strength to our valuation services that we bring to all our service areas; experience, integrity and dedication to client service.



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