

FINANCIAL POISE WEBINAR ONE SHEET VALUATION 2021

ABOUT THIS SERIES

This series of webinars teaches how commercial litigators use valuation experts in commercial disputes.

Valuation is used by market participants to determine the price they are willing to pay or receive to transact a sale of a security, a business, or any other asset. The same techniques are used to determine the price a party is willing to pay or receive to settle a claim or satisfy a liability.

It should be no surprise then that when there is a dispute between two or more parties regarding value, the same valuation techniques and skills are necessary to resolve the dispute. Attorneys, accountants and business owners often rely on independent, third-party valuation experts to assist in the resolution of disputes or potential conflict situations.

Some of the typical situations in which valuation experts are utilized include fair value financial reporting (GAAP accounting), bankruptcy, income tax reporting, property tax appeals, estate and gift tax planning and reporting, dissenting shareholder disputes, corporate transactions and disputes, divorce litigation, shareholder disputes or economic damages analysis as well as many other business and legal purposes.

As with every Financial Poise Webinar, each episode is delivered in Plain English understandable to investors, business owners, and executives without much background in these areas, yet is also valuable to attorneys, accountants, and other seasoned professionals. And, as with every Financial Poise Webinar, each episode brings you into engaging, sometimes humorous, conversations designed to entertain as it teaches. Each episode in the series is designed to be viewed independently of the other episodes so that participants will enhance their knowledge of this area whether they attend one, some, or all episodes.

About Episode #1

What's it Worth? Valuing a Business for Sale

February 3, 2021 at 2:00 PM CST

Before going to market to sell your business, you or your executive team may want to obtain an independent appraisal. Likewise, prospective buyers may wish to obtain expert services to value an acquisition target or discrete portions of a target. This webinar provides a look into how valuation experts place a value on a going concern.

This webinar is delivered in Plain English, understandable to you even if you do not have a background in the subject. It brings you into an engaging, even sometimes humorous, conversation designed to entertain as it teaches. And, it is specifically designed to be viewed as a stand-alone webinar, meaning that you do not have to view the other webinars in the series to get a lot out of it.

About Episode #2

Valuing Lost Profits for Litigation Purposes

March 3, 2021 at 2:00 PM CST

A competitor, contractor or other third party has taken actions that have damaged your client's business in the form of lost profits. How do you measure the lost profits? Must you demonstrate lost profits with certainty? Over what period do you measure the lost profits? If your client has not recovered fully, can you include estimated future lost profits? These are all important questions in a lost profits case. This webinar addresses those questions and summarizes the different methods to measure lost profits, as well as some of the critical elements that must be considered in developing and presenting your damages theory in court.

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About Episode #3

Selecting the Right Valuation Expert

April 7, 2021 at 2:00 PM CST



You have a business interest, an asset, or a potential liability that you need to value. When do you need a valuation expert? While some negotiations or transactions may require an independent third party for appraisals, nearly all litigation on these topics will require an expert. How do you evaluate the credentials of an expert? What type of experience will you need your expert to possess? The process of selecting the appropriate expert starts with identifying the issues in dispute. This webinar explores the key factors you should consider in choosing your valuation expert.

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About Episode #4

Minority and Illiquidity Discounts

May 5, 2021 at 2:00 PM CST

Like the sale of goods, sometimes the share of ownership in a company must be discounted due to difficulty in finding a buyer. Liquidation costs of equity in private businesses may be substantial, and the equity's value is discounted for that potential illiquidity. Likewise, partial ownership of a private firm may be worth less than proportional share of the total business. This webinar delves into these types of discounts and how they may impact the valuation of your asset.

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About Episode #5

Valuing Your Brand and Other "Soft" Assets

June 2, 2021 at 2:00 PM CST

A company's name, logo and other intangible assets have no intrinsic value. Yet, such intellectual property (IP) rights are increasingly important. Other examples of such "soft" assets include trademarks, copyrights, and trade secrets. This webinar will help attendees understand how experts go about valuing such intangible assets.



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DailyDAC, LLC d/b/a Financial Poise™
1954 First Street, Suite 178 Highland Park, IL 60035
www.financialpoise.com 847.463.9530

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