



NEW 3-DAY INTERACTIVE VIRTUAL COURSE

Explore the Basic Concepts and Process for Business Valuation

The perfect primer for those interested in pursuing a business valuation career, or others who wish to gain a better understanding.



Basic Fundamentals of Business Valuation

Dates: December 15-17, 2021

Price: \$950

CPE: Up to 24 CPE credits in Specialized Knowledge*

This three-day, interactive course provides a high-level overview of general business valuation concepts without regard to the specific standard of value or purpose of the valuation. The course provides a fundamental understanding of the application of valuation approaches and methods to arrive at an opinion of value through the use of a case study and incorporates individual and group classroom exercises to emphasize other important business valuation concepts.

Instructor

KC Conrad, ASA, BCA, is a principal in American Business Appraisers, a firm specializing in business valuation, machinery and equipment appraisal services. Since 1994, he has performed valuation services for a variety of businesses and purposes. He has served as an expert witness in litigation matters, spoken at various local and national venues and has had numerous articles published regarding business valuation issues. As an appraiser, he is a member of the American Society of Appraisers (ASA) and has been serving as their Business Valuation Committee Education Chairperson since 2013. As Education Chairperson, he is responsible for overseeing ASA's business valuation course curriculum and budgeting. He has developed ASA courses and continues to strive for excellence in ASA's education offerings.

Topics covered:

- The Foundation of Business Valuation
- Introduction to Business Valuation
- Definitions and Terminology
- The Valuation Process
- Introduction to the Income Approach
- Components of a Financial Statement
- Adjusting the Financial Statement
- Developing Rates of Return
- Financial Forecasting
- Introduction to the Market Approach
- Introduction to the Asset Approach
- Discounts and Premiums
- Reconciliation of Values

Don't miss your opportunity to receive a valuable introduction or enhanced mastery of this valuation specialty. Register online at bit.ly/3kVw1tg or by calling (800) 272-8258.

*ASA is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have the final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be submitted to the National Registry of CPE Sponsors through its website www.learningmarket.org.