



VALUE OF A BUSINESS IN TODAY'S MARKET

Accounting Firm in South Dakota Specializes in Determining Business Value

For business owners, knowing and understanding the value of their business is critical to their survival; finding a certified professional to help determine their business value is essential.

John Mitchell, Certified Valuation Analyst at Casey Peterson & Associates, an accounting firm in Rapid City, South Dakota, explains, "A valuation analysis by a Certified Valuation Analyst (CVA) can help a buyer or a seller make a wise business decision regarding the value of a company." Also, a CVA can be an important expert witness in a deposition or trial.

A business that may once have been worth three, four, or five times gross revenue no longer holds the same value in the current market unless it demonstrates potential cash flow or synergistic value to a potential buyer.

"Three different approaches are commonly used in business valuation: (1) the income approach, (2) the asset-based approach, and (3) the market approach," continues this Rapid City CVA expert. "Within each of these approaches, there are various techniques for determining the value of a business using the definition of value appropriate for the appraisal assignment."

A Certified Valuation Analyst (CVA) will ascertain which approach is most applicable based on the history of each individual business. The CVA designation is reserved for professionals who have first obtained a Certified Public Accountant (CPA) certificate and then completed an in-depth business valuation course of study along with a comprehensive examination. John Mitchell, CVA, has testified as an expert witness many times in deposition and trials for both State and Federal court.