

# Business Valuation Basics Workshop

starts **February** 2014

Exceptional entry level training for anyone  
looking to deliver business valuation services

Upskill yourself or upskill your team

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Exceptional entry level training for anyone looking to deliver business valuation services.

In this pragmatic workshop style program, Greg Hayes (valuation specialist and author of CCH's *A Practical Guide to Business Valuations for SMEs*) walks you through the steps required to deliver valuation services. In the process, he covers all of the major issues you should consider in any valuation and the approaches that meet professional standards.

**Attendees of this program make a similar comment: it is the most practical valuation training program they have ever attended.** Greg removes the mystique and provides the practical solutions and approaches to the valuation issues you will face.

## Business Valuation Basics Workshop 2014

### Expected outcomes

At the end of the day (and armed with the tools and report formats provided) you should know how to:

- Complete a standard valuation
- Differentiate between a standard valuation and more complex work
- Apply different valuation methodologies
- Meet all of the professional requirements of APES 225
- Understand the difference between the use of a business appraisal and a valuation

### The purpose of a valuation and why it's important

- Where valuation work is coming from
- Micro businesses – the impact of size on approach
- The 3 different types of valuations you may be asked to complete, and their requirements
- The impact of purpose on your valuation work program

### Selecting the right valuation methodology

- The five most common SME valuation methods
- When you use them and when you don't
- Using multiple methods
- What happens when the two methods produce different results
- How to normalise earnings
- The difference between valuing the business and valuing the equity
- Establishing the capitalisation rate

### The information you need to complete a valuation

- Why a valuation based simply on the financial statements could represent professional negligence
- Non financial information essential to any valuation
- Checklist of information typically required
- Meeting the requirements of APES 225 & APES 320

The demand for business valuation work is on the increase: business restructuring, family law settlements, shareholder disputes, succession planning and tax based valuations are just a few of the drivers of this demand. And, with mandatory compliance with accounting standard APES 225 on business valuations and the new APES 320, you need to know all of the requirements to complete a valuation.

Well beyond the theory, this is a practical step by step coverage of what is required to complete a valuation. We provide you with the tools, work program, checklists and experience to deliver quality valuation services.

Included is the sample valuation report, the engagement letter, and resources to support your valuation work.

At the end of the day, you will walk away with a good understanding of valuation techniques and how to document and present your valuation at a professional level.

## The valuation process

- Your engagement letter
- Disclaimers
- Scope of the engagement
- The valuation plan
- The valuation work program

## Your valuation report

- A typical valuation report
- Format and layout
- Meeting statutory or regulatory requirements

## Pricing valuation services

- A guide to appropriate charges
- What the market is doing
- Managing your pricing with the client

## When you should decline an engagement

- Working outside your experience levels
- Acting as an expert witness
- Effective risk management

## Common errors in the valuation process



7 PD hours



3.5 - 4/5 difficulty



Bring a calculator



Best for any accountant who wants to build on their valuation skills or as an introduction to those considering undertaking valuation work

## Case studies

The workshop delivers a series of practical case studies covering the essential valuation issues your practice is likely to face:

### Case study 1

The mature business

### Case study 2

The start up or loss making business

### Case study 3

Goodwill and the personal services business

# Our presenter

## Greg Hayes

Greg Hayes is a Director of Hayes Knight in Sydney and the author of the CCH guide, *A Practical Guide to Business Valuations for SMEs*.

He brings a wealth of practical experience to this one day training program and will provide you with the knowledge and tools to assist you to complete business valuation work.

Day to day, Greg heads Hayes Knight's specialist corporate finance team in Sydney, assisting clients with a myriad of tax, structuring and valuation issues. He has completed hundreds of business valuations and been called on as an expert witness in valuation cases.

A familiar face on the training circuit, Greg is singled out for his practical approach and ability to make complex issues understandable. He frequently develops and presents training programs on tax, superannuation, practice management, and specialist consulting topics.

## Business Valuation Basics dates, venues & details

### Melbourne Wednesday, 19 February 2014

Rydges Melbourne  
186 Exhibition St, Melbourne

### investment

#### Early bird - For payments received by 24 Jan 2014

\$595 (GST incl) - Knowledge Shop Member price  
\$655 (GST incl)

### Sydney Friday, 21 February 2014

Swissôtel Sydney  
Level 8, 68 Market St, Sydney

### General

\$665 (GST incl) - Knowledge Shop Member price  
\$725 (GST incl)

### Brisbane Monday, 24 February 2014

Hilton Hotel  
190 Elizabeth St, Brisbane

### time

8:30am - 9:00am registration  
9:00am - 5:00pm training day

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## Register now!

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We will be attending  Melbourne  Sydney  Brisbane

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