

# Market appraisal

versus

# Valuation

## A JPAbusiness Market Appraisal provides:

- Estimate of potential sale price range
- Assessment of business performance
- Considerations of market conditions and comparable sales
- Documented summary providing marketing price range, advice and decision support

## A JPAbusiness Valuation provides:

- Detailed evaluation of business and financial performance
- Competitive position versus others and industry dynamics
- Sworn valuation, for various purposes depending on scope of valuation, including:
  - Mortgage security purposes
  - Business exit, business sale
  - Family and business succession
  - Stamp duty and structuring purposes
  - Family Court proceedings
- Comparable sales, multiple of earnings, discounted cash flow and return on investment assessments (depending on specific scope and business attributes)
- Specific valuation and detailed report, plus related decision-support recommendations (as per the valuation scope)