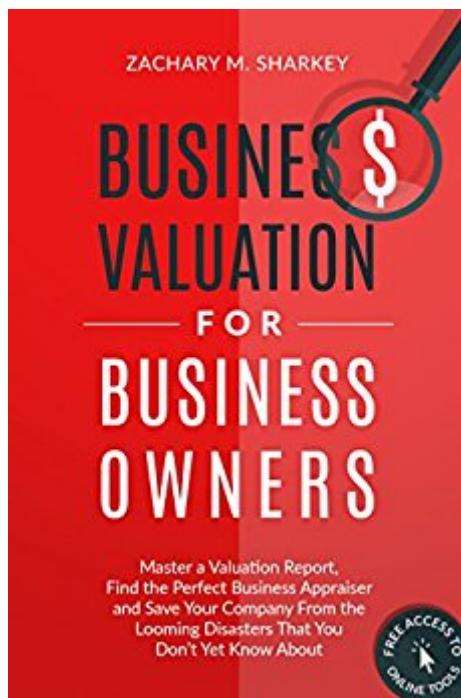


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# **Business Valuation For Business Owners: Master A Valuation Report, Find The Perfect Business Appraiser And Save Your Company From The Looming Disasters That You Don't Yet Know About**



## Synopsis

When was the last time you wondered “what’s my business worth?” • Or maybe you needed a business valuation but didn’t have the first idea where to turn. Perhaps you took the advice from an adviser. If so, how did you know the appraiser was qualified to do the job? Did you pay too much? Did you even really need a valuation? On the other hand, what happens when an owner needs to sell his or her stake in a company because of death, divorce, termination, etc. (the list is never-ending)? Who buys the interest? What price is paid? Is the price fair? Can your company afford the financial impact of a large buy-out? Now there is a book that answers these critical business valuation questions (and more) in an easy to read format. *Business Valuation for Business Owners* has been designed to answer your questions and concerns in a concise and easy to read manner. This book is for people who want to protect their company, drastically improve its value, find the best business appraiser for the lowest possible price, and uncover the landmines that every company has (but doesn’t know). As a professional business appraiser of both operating companies and investment partnerships, Zach has read hundreds of the best books and articles on the subject of business valuation. After years of answering questions from business owners like you, he’s mastered the art of explaining these complex issues in an easy to understand manner, breaking down the pertinent and valuable information you need. In this practical, non-technical jargon action-oriented book, Zach shows you how to master a business valuation report, find the perfect appraiser for your business, and fix the lurking disasters that every privately held company has but doesn’t know about. After reading *Business Valuation for Business Owners*, you’ll be able to:

- Navigate through a business valuation report with greater ease and understanding
- Become acquainted with the approaches and methods of valuation
- Learn the tricks of the trade and how appraisers can manipulate areas to the owner’s demise
- Discover errors business appraisers frequently make in valuation reports
- Be able to find a qualified business appraiser that is truly qualified for the job at an affordable price
- Uncover hidden landmines and protect your company from disaster in *The Business Owner’s Solution* (Chapter 16)
- And More!

*Business Valuation for Business Owners* is succinctly written with you, the business owner in mind. You will learn how to improve your company’s value, reduce costs, avoid heartache and discover the looming disasters just waiting to happen and eradicate them for good. Take control of your company’s future right now, make it productive and enjoy the new company (and life) you’ll be creating.

## Book Information

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## **Customer Reviews**

With rarely touched on subject matter and a writing style that conveys clearly what are usually complex topics, I was hooked from the start. Zachary recognizes from experience the importance of business owners having a grasp of business valuation at all steps in their career, from mergers and acquisitions to succession planning. He takes the time to lay the foundation, couple it with examples and then summarize the main takeaways. And during no part does he sound like a salesman or anything more than just someone who's had a front row seat to the dangers of what can happen and wants to help others avoid it. There is no "here are the pitfalls... and it will be three easy installments of \$29.99 to find out more," it's "here are the issues, here's what to look for, here's who to talk to, and here's what you can do to avoid it all." This book is a bible for leadership in small or closely held companies and should be read by everyone involved with the running of the business now and in future generations. Take a few hours out of your day to read this book and to reference back to it when needed and you'll have the tools you need to ensure that you avoid hundreds of legal billable hours, the loss of a hard-earned nest egg or worse in the future.

I would recommend this book to any owner of a closely held business. The author does a great job

of explaining complex topics in a way that the lay person can easily understand. If you are the owner of a closely held business, then Section Five of this book is a must read. The author does an excellent job of explaining the dangers of using the typical "boilerplate buy-sell agreement language" common in most governing documents and provides practical solutions that could literally save you and your company from financial ruin. In short, the typical buy-sell agreement is littered with landmines that could have devastating financial consequences if and when they are triggered. The reason is simple, they are typically drafted by lawyers who lack the financial expertise to properly value closely held businesses. Off the shelf boilerplate buy-sell agreements do not adequately account for the unique aspects of individual businesses and therefore result in erroneous business valuations when triggered. The author does an excellent job of walking the reader through the "Business Owner's Solution", which is a much more thorough and ongoing approach to business valuation designed to spare the business owner from the pitfalls of the "off the shelf" boilerplate buy-sell agreements.

Highly recommend taking the time to read this book. Zach does a great job bringing you up to speed on the world of valuation. This book is extremely helpful for business owners or people that work with business owners. I had several "take aways" that we started implementing right away in our practice. Thank you Zach for a great book!

A "must" have book!! You won't regret one bit all of the knowledge and information you will comprehend and consume. Excellent resource! Worth every word and penny.

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