

Do Your Own Business Valuation Course Offered for Free

Business Valuations & Strategies PC just introduced a free course to help small business owners do their own valuation.

September 23, 2009 (FPRC) -- Business Valuations & Strategies PC just introduced a free Do Your Own Business Valuation course. The course consists of nine lessons covering basic business valuation concepts that are designed to help small business owners who want to determine how much their business' are worth. Business owners can enroll in the course for free at do-your-own-valuation.com.

Owners know more about their businesses than anyone, but there is one thing they probably don't know - how much they are worth. A 2009 survey by George S. May International of 921 small business owners found that 58 percent of them did not have a formal business valuation prepared within the last year and did not plan to have one done in the future.

Owners that think they know how much their business' are worth, often have unrealistic expectations based on untapped growth potential, loyal customers, or a long history. The reality is that business value is driven primarily by cash flow. If a business has poor cash flow then it has little value, regardless of how many wonderful attributes it may possess.

It is important for owners to know the value of their business for a number of reasons. Their business is often their single most valuable asset. From the survey mentioned earlier, 43 percent of owners plan to sell their businesses within the next 10 years. Many owners will be depending on the proceeds from selling their businesses to fund at least part of their retirement.

Doing your own business valuation is not a good idea when the results will be: 1) submitted to a third party like a bank or the Internal Revenue Service, 2) used in a dispute that may result in litigation, or 3) used to make a critical personal or business decision. Besides expertise, a qualified valuation professional possesses something business owners cannot duplicate – objectivity.

The course was written by David E. Coffman, a Certified Public Accountant (CPA) who is Accredited in Business Valuation (ABV), a Certified Valuation Analyst (CVA), and has valued hundreds of small businesses. The course contains the following lessons: 1) Introduction to Business Valuation, 2) Defining the Valuation, 3) Quantifying Business Returns, 4) Quantifying Business Risks, 5) Adjusting Net Income, 6) Market-Based Valuation Methods, 7) Income-Based Methods, 8) Asset-Based Methods, and 9) Conclusion. Mr. Coffman has also written the Do-It-Yourself Business Valuation Workbook and offers a How Much is My Business Worth Workshop on a monthly basis.

Knowing how much their business' are worth is a critical piece of information all business owners should possess. Owners willing to invest some time can now learn how to do their own business valuation by enrolling in this free course.

Contact Information

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