

## **Business Valuation Expert – Experience and Skills Interview**

**Name:** David A. Dinsmore, BCBA, RFC, CFP®

**Address:** 6192 Silver Wood Drive, Morrow, Ohio 45152

**Phone:** 513-266-3226 **Website:** [www.CertifiedBusinessAppraisal.com](http://www.CertifiedBusinessAppraisal.com)

### **“Recognizing Value and Risk Driver Relationships Others Overlook”**

**Specialized Skills & Years of Experience in Divorce and Transactions Makes Your Difference**

#### **What VALUATION specialization areas do you dedicate 95% of your time?**

- |                                                                  |                                                                   |
|------------------------------------------------------------------|-------------------------------------------------------------------|
| <input type="checkbox"/> Owner Exit, Succession, and Transition  | <input type="checkbox"/> Valuation for Strategic Business Actions |
| <input type="checkbox"/> Business Sale, Buy-Sell, & Negotiations | <input type="checkbox"/> Divorce Mediation and Litigation         |

#### **Do you have EXPERIENCE in providing business valuation on the topics below? If yes, indicate the number of years.**

- |                                                                       |           |
|-----------------------------------------------------------------------|-----------|
| <input type="checkbox"/> Business Sale, Buy-Sell, and Negotiations    | 30+ years |
| <input type="checkbox"/> Valuation for Strategic Business Actions     | 30+ years |
| <input type="checkbox"/> Owner Exit, Succession, and Transition Plans | 30+ years |
| <input type="checkbox"/> Divorce Mediation and Litigation Valuations  | 20+ years |

*My valuations were tried by the fire of litigation, where the details are hotly challenged.*

*They withstood the cross-examination, an education that has greatly strengthened my work.*

- |                                                                     |           |
|---------------------------------------------------------------------|-----------|
| <input type="checkbox"/> Court Accepted for Expert Testimony        | 20+ years |
| <input type="checkbox"/> Commercial Real Estate Appraisal           | 15+ years |
| <input type="checkbox"/> Goodwill Bifurcation (Personal/Enterprise) | 25+ years |
| <input type="checkbox"/> Intangible and Intellectual Property       | 25+ years |
| <input type="checkbox"/> Tangible Asset Appraisal, FF&E             | 25+ years |
| <input type="checkbox"/> Tax analysis, planning, preparation review | 30+ years |
| <input type="checkbox"/> Estate and asset protection planning       | 30+ years |

#### **What are your valuation EDUCATION AND TRAINING qualifications?**

Board Certified Business Appraiser, BCBA  
Certified Financial Planner™ CFP

Registered Business Consultant, RBC  
Life Underwriting Training Council, LUTC

#### **What PERSONAL EXPERIENCES strengthen your valuation expertise?**

- Owned and sold two businesses (after owning and closing two other businesses)
- Passed NASD/FINRA securities, valuation, CFP, & other licensing exams, on the first test
- Served as CFO / Treasurer of Third Party Administration Company, Founding Director
- CEO and COO of an independent Registered Investment Advisory, RIA practice
- A founding director of a valuation professional organization, served as education director
- Worked as a consulting Chief Financial Officer, CFO and Chief Operating Officer, COO
- A long distance cycling hobby builds my physical strength, mental endurance, and attitude on how to pace challenges and productive change for strategic valuation actions
- Authored two books on valuation topics, and one book on personal financial planning
- Proprietary Tactics: Growth Process Systems, GPS<sup>SM</sup> for tailored firm management approaches; Tangible Engagement Differentiation<sup>SM</sup> TED for branding; Strategic Tactics Assessment Report, STAR<sup>SM</sup> over 200 proven tactics for revenue and profit growth; and Marketability Ranking Class, MARC<sup>SM</sup> measures the firm's sell-ability, and valuation level.

## **Business Valuation Expert - An Interview for Comparison**

### **What CREDENTIALS AND EDUCATIONAL ACTIVITIES do you complete?**

- 30 hours every two years for the Certified Financial Planner™ CFP
- 40 hours every year for the Registered Financial Consultant, RFC
- 150+ hours yearly of valuation professional standards, research, education, and surveys

### **Describe YOUR APPROACH to business valuation**

The systematic proven standards for all levels of service use 7 objective steps:

1. In measurable factual terms, not beliefs, detail the valuation's purpose, scope of work, and the subject interest's characteristics
2. Determine the definition of value to be the standard and premise of measurement
3. Gather and independently corroborate multiple sources quantitative/qualitative data
4. Systematically and scientifically organize, analyze, and compare the facts and data
5. Independently apply the purpose, definitions and data to generally accepted methods
6. Test and reconcile Cost, Income, and Market methods selected and rejected to set entity level value
7. Adjust entity value for a Value in Cash, Ownership, Marketability, and/or Control.

Independent procedures aptly create high confidence results and control bias. The value driving factors are checked in each step, and then compared to known benchmarks.

### **Describe some of your BUSINESS VALUATION RESOURCES.**

Direct access to over two dozen valuation consultants for specialized drill down expertise.

Copies of reports written in the last 25 years, digital and searchable

Physical library of over 200 valuation specific texts collected over 30 years

Digital library covering 25 years of research, articles, books, analysis procedures, and more.

### **How are you paid for your services?**

- Current Hourly rate: \$250.00 and the firm's brochure provides fee and service details
- Flat fee depending on the level of service and other factors. A detailed description is in the firm's brochure with fee ranges. Depending on complexity, a prepayment covers the initial investigation to set a fee. A fee is set after reviewing your valuation or consulting goals and basic documents and data. A Financial Analysis Services Agreement is used.

### **What are some client VALUATION MISTAKES to LEARN FROM?**

- Disregard the amount of money at risk
- Skip preparation; ready, aim, then fire
- Rely on gut feelings rather than facts
- Make key decisions using faulty data
- Assume everyday use for strictly defined valuation technical terms. Earnings has 6+ options.
- Miss the 16 strategic planning benefits
- Disregard a well-seasoned advisory team
- Bluff in negotiations with no cards to play
- Overlook how much \$ at risk is too much

What may look like good common sense, can turn out to be way off the mark for your valuation. Calling us after the fact, I've seen plenty of missed money goals. I have seen once in a lifetime events go bad because they took the cheap calculation route prepared by someone with limited experience. I have seen low-bidder and online fill-in-the-blanks reports fail to support their opinion under tough cross-examination. See "**How We Help**" on our website.

Call **513-266-3226** you are welcome to ask me anything.