

KNOW and GROW

YOUR WORTH

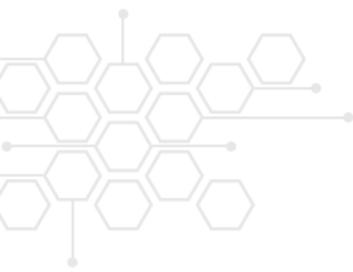
Your privately owned business is likely the largest asset you own by far. Unlike a publicly traded company, identifying the value of your privately held company can be elusive — **but it doesn't have to be.**

An annual business valuation — conducted by a certified valuation expert — can provide you with a new vantage point from which to drive your growth strategy.



KEY BENEFITS

Gauge yearly performance and your **net worth**



Support **decision-making and accountability** with an overview of the company's health

Promote an **atmosphere of growth** — not only increased revenues but increased shareholder value (a great tool for board meetings!)



Be in a strong position for potential unsolicited offers to **sell your business**

Understand your **key value drivers**

Proactively **identify risk areas** such as key personnel, customer concentration issues and more



Be **better prepared** for estate planning, succession discussions and unforeseen life events such as divorce (or pre-marriage planning) or the passing of a shareholder



Have multiple shareholders? Get **clarity on the value** of their ownership interests and returns



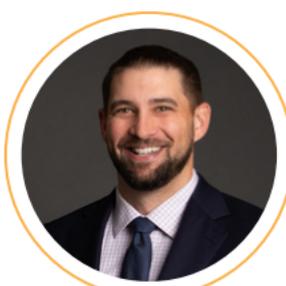
Aid in **establishing** an annual dividend or distribution policy

Your operating or partnership agreement might call for it (and an **independent third party** is your best bet)



It's Easy to **GET HELP**

With one of the region's most credentialed teams of valuation professionals, **RKL is here to help.** We're focused on making the process easy and straightforward while understanding that each company has its own unique circumstances that come into play.



Interested in discussing **your valuation needs?**

Contact **Michael Koch**, Valuations Practice Leader, at 610-898-8238 or mrkoch@rklcpa.com.