

How Much is Your Business Worth?

To determine the real value of your business many factors have to be considered. These include the hard numbers such as revenue history, cash flow and liabilities; projections for future income and cash flow; and intangible assets such as patents, brand names, quality or reputation of the management, location of the business, customer lists and community good will.

You don't have to have a 'big' business to be attractive to a buyer. A small business can have many elements needed by a larger organization such as a strong customer base, cutting edge technology, an opportunity to expand or diversify a product line or to increase cash flow.

The value of a business can be enhanced by distribution agreements, patents or technology licenses, minority investment, venture investments, marketing or strategic alliances, joint ventures. A business valuation not only includes the actual worth of the business but also the potential and risks associated with future earnings. A business needs to have a formal valuation and report that expresses an unambiguous opinion as to the value of the business, business ownership or security— a value opinion supported by all valuation methods that are meaningful and relevant. professional, objective.

Biswas & Associates brings clients an independent, objective and experienced perspective to business ownership covering business valuation of closely held companies, business buy/sell brokering and the establishment of Value Based CompensationSM for business owners and executives. Company principal, Bob Biswas has over 35 years of executive-level experience, has received a Lifetime Achieve Award from the American Compensation Association (WorldatWork) and is a member of the Institute of Business Appraisers, National Association of Certified Business Analysts and the Roseville Chamber of Commerce. **For more information, contact Bob Biswas at (916) 599-5475 or go to www.BiswasandAssociates.com.**

When should you have a business valuation?

There are several occasions when a formal, objective valuation and report is needed to establish the real value of a business.

- *To buy or sell a business*
- *To establish value for employee stock ownership plans*
- *For estate planning and settlement*
- *Marital dissolution*
- *Merger or acquisition*