

# Business valuations

Establishing the true worth of a business using key valuation methods

Available in: NSW, QLD, VIC

**L2** Intermediate Level

Protect yourself from over or under estimating the true worth of a business. Discover how to calculate the value of an SME using a variety of valuation methods and consider the appropriateness of each methodology and the impact of the final valuation in any negotiation.

## About the workshop

Business valuations will give you a practical framework on which to base your understanding of the factors that drive value for an SME, as well as covering various funding approaches when buying an SME, or expanding your business to optimise its valuation.

## Workshop outline

Business valuations contains four sections:

### Valuation method for SMEs

- Adjusted book value
- Asset valuation
- Capitalisation of income valuation
- Capitalised earning approach
- Cash flow method
- Cost to create approach (Leapfrog Start Up)
- Debt assumption method
- Discounted cash flow
- Excess earning method
- Multiple of earnings
- Multiplier or market valuation
- Owner benefit valuation
- Rule of thumb methods
- Tangible assets (balance sheet) methods
- Value of specific intangible assets
- Shareholder value methods
- Impact of closely held businesses and family business impacts on valuation and negotiations
- Valuing management buy outs or ins
- Valuing minority positions vs majority positions

### Fundamental aspects of the business which impact value

- Customers
  - Depth of customer support and diversity of customer base, products or services, profitability, market position and competition, distribution and selling

- Operations
  - Capacity, quality and reliability, systems, supply chain management, people and organisation, organisational structure, labour markets, performance management
- Financial performance
  - Historical and due diligence aspects, forecasts, sensitivity analysis, the need for additional funding to meet the plan, appropriate debt to equity structure going forward

### Aspects of business valuations and negotiation

- Selling or buying – basis of valuation and negotiation
- It is all in the timing
- The business value in a great business plan

### Attracting the right funding and the cost of capital

## Learning outcomes

At the completion of this workshop, you will be able to:

- Calculate business value using a variety of methods
- Select the methods appropriate to your purpose in carrying out the valuation
- Identify the underlying factors which drive value and are assessed as part of the due diligence process
- Consider the negotiation aspects involved in business valuations
- Appreciate the best funding for the business acquisition or expansion

## Workshop & In-house features

- Exchange ideas with your peers
- Explore case studies and practical examples
- Receive a comprehensive course manual detailing theories discussed, as well as important issues and discussion points
- For more information on in-house training, please email: [inhousetraining@cpaaustralia.com.au](mailto:inhousetraining@cpaaustralia.com.au)

## Program suited for

Those advising clients on the prospective purchase of an SME, or SME owners who are themselves acquiring or selling businesses would benefit from attending Business valuations.

## Learning options

Choose the learning style that meets your needs. This program has two learning options available:

 **Workshop**

 **In-house training**



# 1 Choose a workshop

Claim up to 8 CPD hours

Registration closes 2 days prior to each date

Note: dates and venues may change

Time: 9.00 AM – 5.00 PM (all workshops)

State	Date	Venue	Code
<input type="checkbox"/> NSW	17 Sep	CPA Centre, Level 3 111 Harrington St, Sydney	2592
<input type="checkbox"/> QLD	16 Sep	CPA Australia, AMP Place Level 29, 10 Eagle St Brisbane	2591
<input type="checkbox"/> VIC	23 Sep	CPA Centre, Level 28 385 Bourke St, Melbourne*	2592

\*Location may change. If you register for this event prior to the change you will be notified immediately.

Lunch, morning and afternoon tea is provided.

Please advise if you have any special dietary requirements.

Dress code is smart casual.

# 2 Register your details

## 2.1 Are you a CPA member?

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## 2.2 Provide your name and details

Copy this form for multiple registrations

Mr  Miss  Mrs  Ms Other: .....

First name .....

Last name .....

Organisation .....

Position .....

Postal address  private  company .....

Postcode .....

Contact phone number

( ) .....

Contact email .....

Tell us about any special dietary requirements .....

# 3 Make your payment

## 3.1 Choose your fee (incl GST)

Type	Rate	Fee
<input type="checkbox"/> Workshop	Early bird member	\$627
<input type="checkbox"/> Workshop	Early bird non-member	\$869
▶ register 4 weeks prior to event date (applies to all)		
<input type="checkbox"/> Workshop	CPA member	\$693
<input type="checkbox"/> Workshop	Non-member	\$968
<input type="checkbox"/> Workshop	Group of 3+	\$627
▶ group of 3 or more members/non-members from 1 organisation attending at the same time		

→ TOTAL \$ .....

## 3.2 Choose how you would like to pay

Your payment must be sent with this form

- Pay by cheque or money order
- Payable to CPA Australia Ltd → Go to 3.3**
- Pay by credit card

Amex  Visa  Mastercard  Diners

Card number .....

Expiry date .....

Name on card .....

## → Cardholder's signature

Date .....

## 3.3 Sign section 4 and send your order and full payment\*

Fax 1300 658 156 Credit card only

Mail CPD Registration  
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\*When we process your payment we will send you a confirmation letter. Present this letter to gain entry

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## → Signature To agree to above & for tax invoice\*

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