



Business Valuation Services

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O'SULLIVAN CREEL, LLP
Certified Public Accountants & Consultants

Business Valuation Services

Many times, a person's largest asset is the investment in their business, but few realize what the value of the business actually is. Decisions based upon the value have far-reaching effects, from buying or selling a business to obtaining a loan, and from creating a succession plan to filing an insurance claim.

O'Sullivan Creel's Business Valuation Team is directed by the only CPA in the Florida Panhandle who has been accredited in business valuation (ABV) by the American Institute of Certified Public Accountants, Marvin Beasley. To receive such a designation, a CPA must demonstrate a sophisticated understanding of accounting, taxation, and financial statement analysis and business operations in a wide range of industries with proven competence in valuation. In order to calculate a business' value, O'Sullivan Creel looks very closely at the business, the location, the industry trends, and economic outlook.

Once an opinion of value is rendered, our team of professionals can assist in the development of tax planning strategies or the structuring of negotiations for the purchase, sale or transfer of a business or business interest.

At O'Sullivan Creel, clients use a Business Valuation for:

- **Transfers/Sales of Business**

From mergers and acquisitions to buy/sell agreements or business separation, our team looks at specific issues including economic considerations and business trends in order to appropriately value the business.

- **Estate and Gift Tax Planning**

In the event of a death or a gift of ownership, the determination of the fair market value of ownership in a closely held business must be determined. O'Sullivan Creel consultants have the valuation and tax expertise to perform such appraisals.

- **Succession Planning**

Many times, shareholders of closely-held companies may decide to pass the control of their business to others now to ensure for a prosperous business in the future. Our experts provide clients with the financial knowledge and business experience to structure the transaction make this transaction as seamless as possible.

- **Marital Dissolution**

Our team members keep pace with the ever changing divorce laws governing equitable distribution in order to value a couple's assets and liabilities including the ownership interest in a closely-held business.

- **Financing/Obtaining Credit**

Occasionally, banks and lending institutions require a valuation of a business. Also, there is often the need for valuation services in order to provide potential investors information to make investment decisions.

In some cases, a full business valuation may not be needed. In those situations, a calculation engagement may be appropriate. This type of an engagement results in a value calculated using agreed upon methods. The procedures used are more limited than those used in a valuation engagement, but can be useful should a full valuation become necessary.

Always A Step Ahead.



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