

CRI can help you determine your business' true worth.

BENEFIT FROM SERVICES AND SOLUTIONS THAT ARE:

- **Reliable.** Analysis is based upon both tangible assets (real estate, machinery, furniture) and intangible assets (clients, trademarks, copyrights, non-compete agreements, corporate brand, goodwill). Because intangible assets often outweigh tangible assets, it is important for organizations to work with accredited valuation professionals.
- **Informative.** Dependable value determinations empower you to make effective decisions. While inaccurately low valuations create problems, inaccurately high valuations cause issues of their own – such as potential payment of unusually high taxes.
- **Value-added.** CRI performs valuations that can be utilized as a management tool for identifying the business' strengths and opportunities and, ultimately, encouraging effective management.

Given the increasing propensity of litigation and popularity of transactions – both of which drive demand for independent, third-party expertise – an accurate representation of a company's value is instrumental to its success.

Business valuations are a combination of art and science that blends appropriate methods, capitalization rates, discounts and premiums, and other factors to determine the value of your business. CRI relies on a solid knowledge of the many valuation methods, as well as the experience and business savvy to select the most appropriate method for a particular business and/or situation. Understanding your business and goals helps us to determine the valuation method that is best suited for your particular situation – whether the driving factor is succession planning, raising capital, stock valuation, facilitating a merger, or another need. Then we consider factors that should be applied, such as discounts and premiums, and how each will impact your company's valuation.

CRI can help you gain a realistic understanding of your business and personal finances by performing valuations that accurately reflect the current value of your company.