



Consultants' Training Institute

2014 Business Valuation Certification and Training Center Catalog

Business
Valuation
Services

*Expand your practice
in the accounting and
financial consulting
profession's hottest
growth niche.*



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Analysts™ (NACVA®) and the Institute
of Business Appraisers (IBA)

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(see back cover for details)

Consultants' Training Institute™

2014 Business Valuation Certification and Training Center Catalog

Benchmark Training and Certification in the Accounting and Financial Consulting Profession's Hottest Growth Niches



The Consultants' Training Institute™ (CTI™) is comprised of leading experts in the fields of business valuation, financial litigation, financial forensics and forensic accounting, mergers and acquisitions, healthcare valuation and consulting, and a variety of other related business consulting disciplines. As the most widely respected professional training organization, the

CTI combines hundreds of years of practitioner experience with academic insights to produce benchmark training and certification programs in the accounting and financial consulting industry's hottest growth niches. What are these niches? *Accounting Today's* 2013 Top 100 Firms growth analysis lists business valuations, forensics/fraud, litigation support, and mergers and acquisitions at or near the top of its list 17 years running. Also among the top growth niches were succession planning, risk management, and bankruptcy/insolvency. What does this mean? These niches are where the top visionaries of the CPA and business consulting professions see the greatest opportunities for future growth. And the CTI—which has now trained over 31,000 practitioners—offers trenchant training programs in these disciplines. And many others. The CTI's greatest contribution to the valuation and

business consulting industries is our certification programs offered in conjunction with the National Association of Certified Valuators and Analysts™ (NACVA®) and numerous partners.

BUSINESS VALUATION

The CTI currently offers two distinctive business valuation designations through its Business Valuation Certification and Training Center (BVTC): Certified Valuation Analyst® (CVA®), and Certified Business Appraiser (CBA). We are extremely proud of the fact that the CVA is the *only* business valuation credential accredited by the National Commission for Certifying Agencies® (NCCA®), the accreditation body of the Institute for Credentialing Excellence™ (ICE™). The CTI, in partnership with the Institute of Business Appraisers (IBA), offers the business appraisal designation of Certified Business Appraiser (CBA).

Parnell Black, MBA, CPA, CVA
Chief Executive Officer

National Association of Certified Valuators and Analysts
5217 South State Street, Suite 400 • Salt Lake City, Utah 84107-4812

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Consultants' Training Institute 2014 Business Valuation Certification and Training Center



Certified Valuation
Analyst® (CVA®)



Certified Business
Appraiser (CBA)

The Consultants' Training Institute's (CTI) five-day **Business Valuation Certification and Training Center** (BVTC)—co-sponsored by the National Association of Certified Valuators and Analysts (NACVA) and the Institute of Business Appraisers (IBA)—is world renowned for being the most comprehensive and complete foundational training program teaching to the body of knowledge on how to value private business enterprises. Now being taught in 10 countries, the BVTC will prepare candidates to pass any business valuation (BV) certification exam offered in the industry as well as those designations offered by NACVA—the Certified Valuation Analyst (CVA)*—and IBA—the Certified Business Appraiser (CBA).

The CVA is the country's most distinguished and widely recognized BV credential, known for the superb training and challenging examination process that leads to earning this prestigious credential. Requirements for this credential include holding an active, valid, and unrevoked CPA license **or** holding a business degree (i.e., in management, economics, finance, marketing, accounting, or other business field) and/or an MBA (masters of business administration) or higher business degree from an accredited

college or university **and** two years or more of full-time or equivalent experience in business valuation and related disciplines for non-CPAs. In addition to these requirements, CVA applicants must complete and pass specified training courses and exams and complete a case study or submit an actual and sanitized fair market value report, prepared during the last 12 months, for peer-review. For further clarification, contact NACVA at (800) 677-2009. More information on NACVA and its credentials is located in *The Association* brochure.

Accreditation as a CBA is available to those members of the Institute of Business Appraisers who are able to demonstrate that they have attained a high level of professional competence and conduct. The CBA accreditation designates the appraiser as a true professional in his or her field, worthy of the admiration of fellow appraisers and deserving the fullest confidence of clients and potential clients. Requirements for this credential include possessing a four-year college degree or equivalent, completing and passing specified training courses and exams, and submission of two demonstration reports for a peer-review process. For further clarification, contact IBA at (800) 299-4130.



NACVA's CVA Designation is NCCA Accredited

NACVA's Certified Valuation Analyst (CVA) designation is the *only* valuation credential accredited by the National Commission for Certifying Agencies (NCCA), the accreditation body of the Institute for Credentialing Excellence (ICE). The Institute for Credentialing Excellence's mission is to promote excellence in competency assessment for practitioners in all occupations and professions. This prestigious recognition differentiates CVA credential holders as having met the most stringent standards in the industry.

* Effective April 1, 2013, the Accredited Valuation Analyst® (AVA®) credential was merged into the CVA. Holders of the AVA may continue to hold themselves out as an AVA through March 31, 2014, after which they must drop the AVA appellation and use only the CVA. AVAs may adopt the CVA appellation anytime between April 1, 2013 and March 31, 2014, but may not use both appellations—they must choose one or the other.

For NASBA-related information on CPE, please refer to www.theCTI.com.



Consultants' Training Institute Training Center Curriculum

The BVTC is available via live training (see dates below), or via self-study with an on-demand video series (see page 7). The Online CVA Case Study Report Writing Clinic (see page 5) is available FREE for live training attendees. The CVA Exam Q&A Study Guide (see page 6) and Live Q&A Webinar Sessions (see page 7) are perfect companions to your training.

2014 DATES	LOCATION	Early Registration Discounts and Deadlines	
		10%	5%
January 27–February 1	Phoenix, AZ	11/30/13	12/31/13
May 5–10	Chicago, IL	2/28	3/31
June 16–21	Las Vegas, NV	3/31	4/30
July 14–19	Washington, DC	4/30	5/31
July 28–August 2	Orlando, FL	5/31	6/30
August 11–16	New York City, NY	5/31	6/30
August 18–23	Minneapolis, MN	6/30	7/31
September 8–13	Atlanta, GA	6/30	7/31
September 15–20	Philadelphia, PA	7/31	8/31
October 6–11	Denver, CO	7/31	8/31
October 20–25	New Orleans, LA	8/31	9/30
November 3–8	Boston, MA	8/31	9/30
November 10–15	Chicago, IL	9/30	10/31
November 17–22	Ft. Lauderdale, FL	9/30	10/31
December 8–13	San Diego, CA	10/31	11/30
January 26–31, 2015	Scottsdale, AZ	11/30	12/31

The five-hour CVA/CBA proctored exam is given at all locations on the Saturday morning following the weeklong training unless prior alternative arrangements have been made by an attendee. This exam requires a laptop.

Dates and locations subject to change.

Software and Database Offers!

Register and pay for any 2014 BVTC training package and save on business valuation software and databases! Designed to give you more time to focus on the crucial decisions of the valuation engagement, these tools will help you standardize and automate your valuation practice.

See the back cover for complete details on these offers for *Business Valuation Manager™ Pro* and the *Comprehensive Valuation Tools Kit™*.

Non-Member Package Pricing (Before Early Registration Discount)	2013*	Effective 4/1/14
Days 1 and 2: Business Valuations— Fundamentals, Techniques & Theory	\$1,100	\$1,100
Day 3: BV—Applications and Calculations of the Income and Asset Approaches	\$550	\$550
Day 4: BV—Case Analysis: Completed Transaction and Guideline Public Comparable Methods	\$550	\$550
Day 5: Special Purpose Valuations and Case Studies—Facts to Conclusion	\$550	\$550
One-Year NACVA Membership (Practitioner)	\$485	\$485
Certification Exam, Grading, and Proctoring Fee	\$595	\$595
Total Retail Cost for Five-Day BVTC	\$3,830	\$3,830
PACKAGE PRICE	\$3,195	\$3,295
Package Price after 10% Early Registration Discount	\$2,875	\$2,965

** Prices guaranteed for any 2014 BVTC registration paid for by 4/1/14.*

Program Description

The *Business Valuation Certification and Training Center's* (BVTC) compact five-day curriculum is comprehensive and substantive, providing value from beginning to end. The BVTC's primary goal is to provide attendees with information that will serve as a solid foundation for their professional valuation endeavors, whether or not they plan to pursue a designation. Attendees will also find that a sound mastery of the course contents will be of great assistance to them in their pursuit of an accreditation—be it a Certified Valuation Analyst (CVA) or a Certified Business Appraiser (CBA). The *Business Valuation Certification and Training Center* is the ultimate comprehensive training experience, offering attendees expanded knowledge, networking opportunities with instructors and fellow attendees, and resources and insights that will provide a foundation for future success.

Days 1 and 2: Business Valuations— Fundamentals, Techniques & Theory (FT&T)

The cornerstone of the CTI's training, FT&T is a rigorous course on business valuation that provides the basis and framework for subsequent courses. It provides insights into every facet of valuation theory with hands-on training, taking attendees from the fundamentals of the valuation process through the advanced techniques in current use. Primary focus of the sessions will be to provide the basis and framework of business valuation theory and practice. Discussion will center upon the elements of valuation from financial and operational analysis through the methods found in the three approaches to valuation: Asset, Income, and Market. Highlights include the development of discount/capitalization rates and the application of appropriate adjustments (i.e., premiums and discounts) to the calculated value.

Learning Objectives:

After completing this course, attendees will be able to:

- Formulate a financial analysis of a company as it relates to a valuation engagement
- Identify an appropriate valuation approach and method for a given valuation purpose
- Match a discount or capitalization rate to the appropriate benefit stream under the Income Approach
- Identify the differences in standards of value and their application in a valuation engagement
- Outline the fundamental steps to valuing a business, from beginning to end
- List the cornerstones of the business analysis process, or the drivers of company value
- Differentiate between the various forms of financial information

Day 3: Business Valuations—Applications and Calculations of the Income and Asset Approaches

This fast-paced course is the perfect follow-up to FT&T. It builds on the applications of the Income and Asset Approaches and provides attendees the opportunity to perform numerous calculations using various methodologies for the Income and Asset Approaches. The primary focus is to build on the fundamental aspects of the Income and Asset Approaches found in the Fundamentals, Techniques & Theory (FT&T) course. The course uses multiple, hands-on exercises that will give the attendee practical experience in the application of the methods found in the Income and Asset Approaches in valuation engagements.

Learning Objectives:

After completing this course, attendees will be able to:

- Calculate a value using the Adjusted Net Asset Method under the Asset Approach
- Determine when it is appropriate to use a capitalization of Single-Period Earnings Method vs. Discounted Future Earnings Method under the Income Approach
- Identify appropriate normalizing adjustments and calculate a normalized benefit stream
- Identify appropriate methods and data sources for developing discount rates
- Distinguish between normalizing and control adjustments
- Identify line item problems, in income statements and balance sheets, using ratio analysis

Day 4: Business Valuations—Case Analysis: Completed Transaction and Guideline Public Comparable Methods

The Market Approach is one of the three commonly accepted ways to value a private company. Within this approach there are two primary methodologies: the Completed Transaction Method and the Guideline Public Comparable Method. While similar, these methods vary on the empirical data that is used to generate supportable results.

Learning Objectives:

After completing this course, attendees will be able to:

- Properly estimate value using the Completed Transaction Method from the Market Approach
- Properly estimate value using the Guideline Public Comparable Method from the Market Approach
- Determine when the Completed Transaction Method and/or Guideline Public Comparable Method is appropriate under the Market Approach
- Identify the proper measure or adjustment for multiples when using the Market Approach
- Identify when the Market Approach should be used as a primary or secondary approach in reaching a determination of value for a business

For NASBA-related information on CPE, please refer to www.theCTI.com.



Online CVA Case Study Report Writing Clinic

Free for Attendees Who Attend the Live Training!

An integral part of receiving the Certified Valuation Analyst (CVA) certification is successfully demonstrating that a CVA candidate meets NACVA's "Experience Threshold" by completing a sample Case Study Report. This report is due within 60 days of completing the proctored examination.

The Online CVA Case Study Report Writing Clinic is designed to assist CVA candidates to complete the Case Study Report through a series of six consecutive, one-hour webinars—one webinar each week for six weeks following each Training Center. The webinars will be led and moderated by a Business Valuation Certification and Training Center instructor and/or a case study report grader. Throughout the series, CVA candidates will receive step-by-step guidance on writing their Case Study Report from gathering the necessary information to finalizing the report. Each webinar will also provide a forum for the CVA candidates to ask questions related to any issues they may be facing in the completion of their report.

After completing this online course, attendees will be able to:

- Organize the information needed to produce a Case Study Report
- Select the most appropriate valuation approach and/or method based on the facts and circumstances of the engagement
- Express their analyses and conclusions in a well-written Case Study Report

Day 5: Special Purpose Valuations and Case Studies—Facts to Conclusion

Part 1: Valuation for Financial Reporting

Valuation specialists are seeing growing demand for these services, but equally close scrutiny and review of their fair value valuation work by auditing firms, the Securities and Exchange Commission (SEC), and the Public Company Accounting Oversight Board (PCAOB). This course is designed to distinguish valuations for financial reporting from other purposes. The definition the Financial Accounting Standards Board (FASB) came up with, “Fair Value,” (FV) differs from Fair Market Value. There are three types of work for valuation specialists: 1) Allocation of purchase price for a business combination; 2) Testing amortizable intangibles and property, plant, and equipment (PP&E) for impairment; 3) Testing goodwill for impairment. Another aspect which will be covered is the need to work closely with the client’s auditing firm. All values used in financial reports are reviewed by auditors and their review may differ from that of the IRS or the courts.

Learning Objectives:

After completing this course, attendees will be able to:

- Classify the FASB requirements for purchase price allocation, including valuation of intangibles
- Identify a plan to work with auditors and clients in performing Step 1 of the goodwill testing requirements and understand what is involved if they have to go to Step 2

Part 2: Mergers and Acquisitions

With M&A on a dramatic rise, all business advisors need a fundamental understanding of the issues characteristic to lucrative M&A advisory services. This course will focus on advising attendees when and where M&A is a viable strategic alternative and be in a position to counsel clients through the process. Attendees will learn that although the valuation methodologies used in these situations are similar to traditional valuation techniques, they do differ in many ways. In this introductory course, practitioners will learn about the foundations crucial to M&A activity as found in the middle market (\$1-\$250 million).

Learning Objectives:

After completing this course, attendees will be able to:

- Identify preliminary target due diligence and funding sources/venture capital in M&A
- Identify typical deal structures and financing mechanisms

Part 3: Litigation Consulting

In today’s turbulent business environment, valuation experts, CPAs, and other financial professionals are called upon regularly to serve as experts and consultants in a broad range of matters including fraud, economic damages, marital dissolution, professional standard of care, valuation, and others. This course is designed to provide an introduction to litigation consulting and financial forensics. It will provide an overview of the types of engagements in which financial experts are called upon to render financial, analytic, investigative, and expert testimony. It will also focus upon the skills required, the legal environment, the dynamics of litigation, professional standards, report writing, and expert testimony.

Learning Objectives:

After completing this course, attendees will be able to:

- Identify the role of the financial expert as either a consulting or testifying expert and list the differences between the roles
- Differentiate between business and economic damages, fraud and forensics, marital dissolution, and other practice areas for financial experts
- Outline the main steps to writing effective reports and reporting requirements in litigation engagements

For NASBA-related information on CPE, please refer to www.theCTI.com.

CVA Exam Q&A Study Guide

A compilation of approximately 1,200 questions of the type you will find in the NACVA CVA proctored exam. Questions are divided into nine topical categories, each with subcategories.

For best results in your exam preparation, we suggest you read the questions in a topical category before your studies on that topic (live or via self-study). Following those studies, answer the questions to the best of your ability, checking the answer key to determine where you need to concentrate further study.

This Study Guide is designed to be a great companion to the BVTC training materials (live and self-study).

Study Guide	Price
Study Guide	\$395
SPECIAL OFFER—Purchase with BVTC Training	\$250

Note: Shipping and Handling charges apply.

Part 4: Case Studies—Facts to Conclusion

This course provides learning that brings the business of business valuation full circle and is given through the eyes of actual valuation practitioners. The theory covered throughout the five-day BVTC is staggering, and often it is easy to lose sight of the ultimate goal of the program: to learn to be a valuation professional. Through this course, attendees will learn and practice the most important elements of written communication skills and how to apply these concepts to and present information required in written business valuation reports. The Facts to Conclusion course will include:

- A review of the appropriate valuation methodologies
- A case study discussion to allow the attendee to work with actual valuation projects
- Practice management tips

Attendees in this course will leave with a better, clearer understanding of the process associated with completing a business valuation (start to finish). Additionally, attendees will also gain valuable knowledge pertaining to growing and managing a valuation practice. It is the goal of this course to address any questions about this business that attendees may have.

Learning Objectives:

After completing this course, attendees will be able to:

- Identify the necessary steps to complete a business valuation
- Select the necessary data, models, and studies
- List the critical steps in building a successful valuation practice

WHO SHOULD ATTEND:

Tax, audit, and accounting services practitioners who wish to specialize in a lucrative, non-seasonal consulting niche; merger and acquisition consultants; investment and financial analysts; investment bankers; financial officers; business advisors; accounting and finance professionals; anyone who deals with business value in the course of his or her work.

FACULTY:

The *Business Valuation Certification and Training Center* faculty consists of 11 experienced practitioners. The team is comprised of Mel Abraham, CPA, CVA, ABV, ASA, CSP; Lorenzo Carver, MBA, MS, CPA, CVA; Brian Davidson, MBA, CVA; Rick Gray, CPA/ABV, CVA, ASA; Chris Hamilton, CPA, CVA, CFE, DABFA; Mark Kucik, CPA, CVA, CM&AA, CFF, CPVA; Derald Lyons, CPA, CVA; Lari Masten, MSA, CPA/ABV/CFE, CVA, ABAR; Rob Stutz, CVA, ASA, CM&AA, CMAP; Garth Tebay, CPA, CVA, CM&AA, MAFF; and Frank Wischart, MBA, CPA/ABV, CVA, CFE.



Business Valuation Certification and Training Center

Also Available via Self-Study or as an On-Demand Video Series! Plus—Live Q&A Webinar Sessions!

BVTC Self-Study Pricing	Individually Priced	CPE Exam:	Package Price for All Courses:	
Business Valuations: Fundamentals, Techniques & Theory	\$345	\$85	Course Materials Only	\$895
BV: Applications and Calculations of the Income and Asset Approaches	\$195	\$85	Materials plus CPE	\$1,145
BV: Case Analysis—Completed Transaction and Guideline Public Comparable Methods	\$295	\$85	Materials with CPE and CVA Exam	\$1,645
Special Purpose Valuations and Case Studies—Facts to Conclusion	\$195	\$85	Materials with CPE, CVA Exam, and First-Year NACVA Practitioner Membership (\$455 off retail price)	\$1,995
Total if purchased individually	\$1,030	\$340		
CVA Certification Exam	\$595			

Note: Shipping and Handling charges apply.

BVTC On-Demand Video Series

In addition to the BVTC's availability in a self-study format, the Consultants' Training Institute also provides instructor-led training through an on-demand video series. This video series is designed to complement the self-study material and consists of a full, video-recorded BVTC led by our esteemed faculty of valuation practitioners. The video series includes recordings of all five days of actual BVTC course lectures, including class interaction, questions, and discussions that ensue. This is a perfect way to enhance one's understanding of the self-study materials by "watching" an actual BVTC at your own convenience.

BVTC On-Demand Video Series \$600

BVTC Live Q&A Webinar Sessions

Purchasers of the video series or self-study materials can interact with BVTC instructors during live Q&A two-hour sessions (11:00 a.m. to 1:00 p.m. MT). During the sessions, you can discuss course curriculum and get answers to your toughest questions. The instructors will provide answers, clarification, and mentoring from your study of the self-study materials and the video series. Twelve (12) sessions are available during March, June, September, and December from which you can choose to attend **ANY FOUR** (8 hours of CPE). The live Q&A sessions will be held on the dates shown and begin at 11:00 a.m. MT.

March	June	September	December
March 18	June 3	Sept 9	Dec 2
March 20	June 5	Sept 11	Dec 4
March 25	June 10	Sept 16	Dec 9
March 27	June 12	Sept 18	Dec 11

BVTC Live Q&A Webinar Sessions \$300

Related Training

Business Valuation Fundamentals for CPAs and Other Business Advisors— A Five-Part Recorded Webinar Series

Pricing	Non-Member	Member
Entire series of five sessions	\$550	\$495
<i>Registration allows access to login information, presentation materials, and one CPE attestation form per part.</i>		

Program Description:

In today's challenging economy, business owners expect their CPAs and business advisors to wear multiple hats, whether it be tax or accounting or how to improve performance by shaving costs, increasing revenues, and growing company value. CPAs and business advisors should have basic training in the fundamentals of valuing business enterprises even if they do not intend to specialize in this area.

The Business Valuation Fundamentals for CPAs and Other Business Advisors Webinar Series, delivered in five parts, will provide a foundational overview of the body of knowledge on how to value private business enterprises:

- **Part One:** Introduction to Business Valuation and Understanding the Engagement
- **Part Two:** Financial Statement Analysis—Getting the Story Behind the Numbers
- **Part Three:** Valuation Approaches—The Nuts and Bolts: The Income Approach
- **Part Four:** Valuation Approaches—The Nuts and Bolts: The Completed Transaction and Guideline Public Comparable Methods
- **Part Five:** Valuation Discounts and Premiums—The Plusses and Minuses of Value



Learning Objectives:

After completing this five-part webinar series, attendees will be able to:

- Outline the fundamental steps to valuing a business from beginning to end
- List the cornerstones of the business analysis process or the drivers of company value
- Identify and utilize key resources in order to improve profit margins and grow company value
- Articulate how business valuation can be a valuable consulting service for clients.

CTI Administrative Information

NASBA Sponsorship

The Consultants' Training Institute™ (CTI™) is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of Continuing Professional Education (CPE) on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be submitted to the National Registry of CPE Sponsors, through its website: www.learningmarket.org.

Instructor Changes

The CTI reserves the right to change instructors at any time should circumstances dictate. Our policy is to screen potential instructors carefully, ensuring that each one chosen possesses substantial field experience as well as a teaching or presenting background. All instructors are evaluated by our attendees, and future teaching assignments are made based upon these evaluations. From time to time, the CTI will introduce a new instructor to co-teach a course, but our policy is always to carefully pre-screen them and, where feasible, gradually integrate new instructors so you are assured of receiving the best instruction in the country in each discipline taught. Obviously, we cannot guarantee that every attendee will be totally satisfied with every presenter, but every effort is made to ensure the competence of each instructor. Under no circumstances, however, can CTI refund course fees should an attendee be dissatisfied with his or her instructor.

Seminar Cancellations

There is no charge to reschedule your training. Cancellations received in writing two weeks prior to the first day of the seminar will be eligible for a prompt refund. A \$100 administration fee will be charged for three or more days' registration at a CTI and \$50 for all other seminar registrations. Cancellations received less than two weeks prior to the first day of the scheduled event (and no-shows) will be issued, upon

request, a credit which may be used toward a CTI seminar, conference, self-study course, software, or product sold by NACVA. There are no exceptions to this policy.

Hotel Accommodations

The CTI has negotiated and blocked AAA accommodations at each CTI location (rooming blocks are limited). Hotel rooms are based on availability. Your registration confirmation will include details for arranging lodging and other specifics, including event time schedule, modes of transportation, eating establishments, prerequisites (when applicable), etc. If your registration falls close to the date of the scheduled event, call CTI for hotel information.

Complaints and Refunds

For information regarding administrative policies such as complaints and refunds, call our director of Member Services: (801) 486-0600. There are no refunds on exam fees, training materials, and membership fees. Training materials, however, that are unopened with the original shrink wrap intact may be returned within 30 days of purchase, subject to a 15% restocking fee.

Refund Policy for Airfare at CTI

No refunds will be given for airfares on a CTI event that is canceled for any reason. However, if an individual does not request a refund of training fees for the canceled event, electing to apply his or her fee to a subsequent offering of the event, we will issue a refund of 200 percent of the airline change fee for one airline only, to travel to and from the subsequent offering of the event, not to exceed \$300. (Proof of the expense for the airline change fee must be provided.) Where airfare change fee refunds are given, no refund for the canceled event will subsequently be given for any reason, and the funds retained by CTI may only be used/applied toward a subsequent CTI training event.

Finally... an affordable E&O policy created with NACVA for its members

Primus Assurance Group (PAG), in collaboration with the National Association of Certified Valuators and Analysts™ (NACVA®), has designed professional liability errors and omissions (E&O) insurance coverage for business valuation and litigation professionals.

This new program offers **maximum protection**, plus a **special discount** specifically for NACVA members.

Why do I need E&O coverage?

"I already have coverage with our existing policy"

It's worth checking the "fine print" to ask your current provider to clarify the Definition of Professional Services. In many cases, these policies may have been adjusted to not cover business valuation and related functions, so the Definition offers little to no coverage. Ask your current provider for details and coverage, and then call Primus Assurance Group.

"I'm already covered by limiting the language in my engagement letter"

It's simply not worth the risk to rely on engagement letter language to provide protection because it doesn't provide absolute protection. If you believe that having insurance makes you more vulnerable to an action, you're wrong. Typically, actions are well underway before the discussion about insurance occurs.

"E&O insurance is expensive"

In fact, coverage for business valuation and litigation professionals is less expensive than typical E&O policies because it incorporates into it the fact that these services are a lower risk than traditional E&O policy coverage.

"I'm new to the profession and not sure if I need coverage"

As a professional, you'll want to make sure you are credible and have professional liability insurance. You'll also increase your credibility with your referral sources, who are likely cautious about referring work out to professionals who carry no insurance coverage.

The cost benefit of this new policy, with the special discount, gives immediate credibility.

Enjoy protection for these professional services:

- Business Valuation
- Forensic Accounting
- Litigation Support
- Expert Witness Services
- Management Consulting
- Tax Preparation and Advice
- Bookkeeping
- Compliance

Coverage highlights:

- Wide range of limits & deductibles available
- Provided by insurance company rated "A" Excellent by A.M. Best
- Matching retroactive/prior acts dates

Estimate Your Premium For a \$1,000,000 E&O Policy

Your Revenues	Premium Range
Up to \$ 49,999	\$ 700 - \$ 1,000
\$ 50,000 - \$ 99,999	\$ 850 - \$ 1,400
\$ 100,000 - \$ 149,000	\$ 1,000 - \$ 1,800
\$ 150,000 - \$ 199,999	\$ 1,250 - \$ 2,400
\$ 200,000 - \$ 249,999	\$ 1,500 - \$ 2,800
\$ 250,000 - \$ 299,999	\$ 1,750 - \$ 3,600
\$ 300,000 - \$ 499,999	\$ 2,000 - \$ 4,200
\$ 500,000 - \$ 749,999	\$ 3,000 - \$ 8,000
\$ 750,000 - \$ 999,999	\$ 4,000 - \$10,000
\$ 1,000,000+	Request Quote



For an application or
information, please contact:
PRIMUS ASSURANCE GROUP,
www.PAGNOW.com
(877) 388-VALU (8258)
JimF@PAGNOW.com



Must-Have Time and Money-Saving Tools for the Valuation Professional

Comprehensive Valuation Tools Kit™

Standardize and automate your valuation practice:

- Built on 100% Microsoft® Excel for your analysis and 100% Microsoft® Word for your written report—so you can enjoy a sophisticated valuation application as well as have complete flexibility and total customization
- Access to nine must-have valuation databases (see list)
- Use a comprehensive valuation system that is relied on (and court-tested) by thousands of your peers
- Automatic standards-based report generation saves up to 50% of the time it takes to create a valuation report
- Standard valuation methods
- Comprehensive financial analysis
- Sanity checks
- Automatic report generation
- Technical support
- GUARANTEED to save you an incredible amount of time

We strongly encourage you to at least check out this Kit and judge for yourself. With our UNCONDITIONAL, no-questions-asked, 30-day money-back guarantee on BVM Pro and BVRW, you have absolutely nothing to lose.

The Kit Includes:

Business Valuation Manager™ Pro (BVM Pro)	retail \$1,095
Business Valuation Report Writer™ (BVRW)	retail \$595
DoneDeals®	retail \$595
IBA Market Data	retail \$445
IRS Corporate Ratios	retail \$225
Mergerstat Review Premiums & Discounts	retail \$125
Mergerstat Review P/E	retail \$125
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* Effective April 1, 2013, the AVA credential was merged into the CVA. Holders of the AVA may continue to hold themselves out as an AVA through March 31, 2014, after which they must drop the AVA appellation and use only the CVA. AVAs may adopt the CVA appellation anytime between April 1, 2013 and March 31, 2014, but may not use both appellations—they must choose one or the other.

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