



Syllabus for Continuing Education Program

Program Provider: Society of Financial Service Professionals Twin Cities
(MN Dept. of Commerce Provider #8724)
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Program Title: **The Business Valuation Process & Determinants of Value**

Speaker: Jeffrey A. Johnson, CFA
Valuation Director
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Date: Thursday, February 1, 2018

Time: 7:00 AM Sign-in/Networking
7:15 AM Breakfast Buffet Open
7:40 AM Chapter Business
8:00 AM – 9:30 AM Presentation

Location: **Hellmuth & Johnson | 4th Floor Conference Room**
8050 West 78th Street, Edina, MN 55439

CE Credits: This educational offering is **APPROVED** by the Minnesota Commissioner of Commerce as satisfying 1.5-hours of standard classroom credit toward continuing insurance education requirements.
CFP: 1.5-hours **APPROVED** standard credits
CLE: 1.5-hours **APPROVED** standard credits
A certificate of attendance is available for individuals requesting CPE and PRP (Professional Recertification Program – formerly PACE) credits.

Who Should Attend: Estate planners, financial planners, investment advisors, insurance producers, retirement counselors, CPAs and JDs

Educational Level: Overview

Course Description

The presentation will focus on the business valuation process and the main inputs that determine the value of a typical middle market company. The valuation processes and concepts covered in the presentation also apply to large companies. The presentation provides a brief overview of the various reasons that an individual may need a business valuation, but the majority of the content is focused on the valuation processes and methodologies that appraisers use when determining a business' worth. The presentation also discusses popular misconceptions about what helps increase a business' value and highlights items that most business owners and advisors don't realize detract from the value of a company. Finally, the presentation concludes by explaining the difference between the terms "price" in the context of M&A transactions and "value" from the business owner's perspective. Audience participation will be encouraged in the form of specific examples and questions related to the topics discussed.

Learning Objectives

1. What the process of a valuation is, and what is expected of the valuation expert and the business owner
2. Items that determine the value of a business
3. Misconceptions of what helps determine the value of a business
4. Actions and items business owners overlook that hurt the value of the business
5. Understanding the difference between the value and the price of a business

Outline:

- Why Someone Needs a Valuation - 10 mins
 - The Valuation Process - 15 mins
 - What Does and Doesn't Determine Value? - 20 mins
 - Common Detractors of Value and How to Solve Them - 20 mins
 - The Difference Between Price and Value - 20 mins
 - Open Question Forum - 5 min
- Total Time: 90 minutes

Instructional Materials for Students: PowerPoint in handout format

Examination & Answers: None