

# The Case Of Transaction Advisory Services



Professional standards present a clear distinction in our work and the expression of our estimates of value as (1) calculations, (2) within a scope-restricted report, (3) within a full self-contained report and (4) in a review report. In many cases, potential clients come to us asking us to appraise their business. In fact, what they really want is a set of calculations (usually presented within a range) and someone to represent them in negotiations with the buyer. This is the “classic” determination of the difference between fair market value (hypothetical buyer / hypothetical seller) and investment value (actual buyer / actual seller). Of course, synergies and strategic value are considered by the investment value standard.

In such an instance, ABA was engaged to provide just such a range of calculations and then to represent the seller in negotiations with a publicly traded company. Over a period of about a year and a half, ABA assisted in the final sale of the client company in excess of \$30 million. ABA and its principals have also been involved in the representation of buyer / seller or company in transactions valued (in combined total) in excess of \$500 million. We have also been engaged by client companies to simply provide a range of estimated values in connection with their strategic planning and/or assessment of planned merger/acquisition activities. We have also performed acquisition candidate research and due diligence for a company headquartered in Europe.

Our work ranges from simple fee-based to contingent seller representation agreements. Our skills and experience include valuation, deal terms, actual transaction experience, GAAP and tax accounting. A tough combination to beat and certainly to find at one firm.