



ANNUAL CONSULTANTS' CONFERENCE

JUNE 8-11
2011
SAN DIEGO

NATIONAL ASSOCIATION OF CERTIFIED VALUATORS AND ANALYSTS • INSTITUTE OF BUSINESS APPRAISERS

Track: **Industry Keynote**

Session Date/Time: *Thursday, June 9, 2011 • 10:15 – 11:55 AM*

Session Title: **Private Cost of Capital**

Session Summary:



Mr. Slee, who authored the ground-breaking textbook *Private Capital Markets*, will show that capital markets for public companies are not substitutes for private capital markets, and he will provide data gathered in the Pepperdine Private Cost of Capital (PCOC) survey. He will then demonstrate how the PCOC model may be used to estimate cost of capital for private businesses. After completing this session, participants will be able to estimate cost of capital for a wide variety of private companies, based on real-world data gathered from private capital markets.

CPE Hours/Fields of Study: CPE: 2 • 2Hrs-SK&A

Presenter Bio(s): **Robert Slee, CBA**



Rob is managing director of Robertson & Foley, a middle-market investment banking firm in Charlotte, NC. His book *Private Capital Markets* (John Wiley & Sons, 2004) is now considered the seminal work in finance for private companies. Rob also wrote *Midas Managers* and *Midas Marketing* to show how private business owners create wealth in a global economy, and he founded MidasNation, an on-line community of private business owners. He has authored more than 200 articles on private finance topics.