



ANNUAL CONSULTANTS' CONFERENCE

JUNE 8-11
2011
SAN DIEGO



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

Track: **Valuation Forum**

Session Date/Time: *Friday, June 10, 2011 • 4:00 – 5:40 PM*

Session Title: **The Market Approach: Ways to Tame the Beast**

Session Summary:

The market approach is dangerous and expensive. However, it is still required as an approach to consider when valuing a business and intangible assets. This presentation will describe why the market approach should be viewed as another form of the income approach. As such, certain considerations must be given to how the comparable data is obtained and what should be done with the multiple before it is applied to the subject company or asset. The focus will be on common errors of omission and commission in the application of the approach.



CPE Hours/Fields of Study: CPE: 2 • 1Hr-FN, 1Hr-EC

Presenter Bio(s): **Chris Hamilton, CPA, CVA, CFE, DABFA**



Chris is a principal of Arxis Financial, Inc., Arxis Technology, Inc., and Arxis Wealth Management, LLC. These firms are involved in tax and accounting consulting, business valuation, litigation consulting, technology consulting and financial planning. The firms are located in Simi Valley, California. Chris is a Certified Public Accountant, Certified Fraud Examiner, Certified Valuation Analyst, and a Diplomate with the American Board of Forensic Accounting. He is a licensed life and disability insurance agent and a General Securities Representative. Most of his professional time is spent in the areas of business valuations, forensic accounting and litigation related engagements. He has served as an expert in civil, criminal, probate and family court matters.

