



ANNUAL CONSULTANTS' CONFERENCE

JUNE 8-11
2011
SAN DIEGO

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

Track: **Pre-Conference Symposium: Current Update in Valuations**

Session Date/Time: *Wednesday, June 8, 2011 • 4:00 – 5:40 PM*

Session Title: **A Premium Perspective on Discounts**

Session Summary:

Don't discount this session because it is last. Get the inside scoop on the latest facts and studies to support your Discount for Lack of Marketability. Learn how to dig down and apply databases information specifically to your subject company. Understand the latest support when applying option pricing models and LEAPS.



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

Presenter Bio(s): **Robert Grossman, CPA/ABV, CVA, ASA, MST, CBA**



Bob has practiced in the public accounting arena for nearly three decades. During his career, he has developed a significant base of experience in operational, tax and valuation issues that affect privately held businesses and their owners. The breadth of his involvement encompasses the development and implementation of innovative business and financial strategies designed to maximize owner wealth by minimizing overall tax obligations and optimizing operational performance, resulting in business value enhancement.

Espen Robak, CFA

Espen is President of Pluris Valuation Advisors LLC, a national valuation firm with offices in San Francisco and New York. His practice encompasses tax valuation, financial reporting valuation, and portfolio valuation issues for private and public companies, banks, institutions, and private clients. Pluris has published research from two extensive databases on valuations of illiquid securities: LiquiStat and the Pluris DLOM Database. Their research and data has been published in the Financial Times, New York Times, Wall Street Journal, Forbes, Absolute Return, and Hedge Fund Manager Week, among many others.

