



# CENSEO

A D V I S O R S

[censeoadvisors.com](http://censeoadvisors.com)



# WHY CENSEO?

**Censeo Advisors is a professional services firm delivering proven business valuation, financial advisory, and forensic analysis services.**

More specifically, we perform, among other services: valuations of business entities, intangible assets, and intellectual property; employee stock ownership plan ("ESOP") valuation and adequate consideration opinions; forensic accounting investigations; transaction fairness opinions and solvency opinions; lost profits and economic damages analyses; acquisition method analyses and impairment studies; transaction support and due diligence; and complex capital structure allocations.

Whether the engagement purpose calls for transaction advisory expertise, litigation support, taxation planning and compliance, or financial reporting, we provide an objective, independent, professional work product drawing on our significant corporate finance and accounting knowledge and experience.

Our professionals assist clients in numerous industries, ranging in size from start-up businesses to Fortune 500 corporations, and located throughout the country. Every engagement is special, if not unique. We are grateful for the abundance of past and present opportunities to demonstrate the professional experience and personal attentiveness that have resulted in hundreds of successful outcomes.

In addition to our clients, we are fortunate to work with some of the brightest minds in the legal, fiduciary, banking, investment, and accounting communities. Collaboration further insures projects are handled with the requisite insight for accomplishing the client's goals and objectives.

## OUR SERVICES

### LITIGATION SUPPORT

We work hand-in-hand with plaintiffs and defendants during every step of the litigation process, from assisting our client's legal counsel to develop a prudent approach for handling the dispute, to delivering expert testimony. In our capacity as an expert witness, consultant, or in a neutral fashion, our litigation support experiences include, among others:

- ▶ Bankruptcy and insolvency
- ▶ Shareholder disputes and corporate dissolution
- ▶ Professional malpractice
- ▶ Breach of fiduciary duty
- ▶ Eminent domain / condemnation
- ▶ Intellectual property infringement
- ▶ Lost profits and economic damages
- ▶ Lost wages and earnings
- ▶ Breach of contract
- ▶ Event studies
- ▶ Business interruption
- ▶ Marital disputes

### TRANSACTION ADVISORY & ESOPs

Our professional staff has participated in hundreds of transactions and understands what it takes to drive value and execute transactions with superior results. In addition, our nationally-recognized ESOP valuation specialists possess the experience and training to satisfy stringent fiduciary requirements. Our transaction advisory and ESOPs valuation experiences include, among others:

- ▶ Fairness opinions
- ▶ Solvency opinions
- ▶ Buy-sell agreements
- ▶ Acquisition target assessment
- ▶ Going-private transactions
- ▶ Synergistic benefits analyses
- ▶ Recapitalizations and leveraged buyouts
- ▶ Bankruptcies and reorganizations
- ▶ Financial reporting
- ▶ ESOP feasibility and fairness opinions
- ▶ ESOP annual updates
- ▶ ESOP transactions and sales



**Our experienced professional staff combines finance, economic, and accounting skills with industry knowledge and a trustworthy reputation to provide solutions to the most intractable matters.**

Sales trends			
07-10	07-11	07-12	07-13
\$2,451	\$150	\$150	\$148
\$7,709	\$100	\$100	\$0
\$16,269	\$150	\$150	\$160
\$12,605	\$3,000	\$3,000	\$7,300
\$688	\$2,000	\$3,000	\$58
\$10,020	\$12,000	\$10,000	\$13,400
\$331	\$0	\$0	\$0
\$1,302	\$0	\$0	\$3,750
			\$0

## FINANCIAL REPORTING

Financial reporting requirements are constantly evolving. Companies expanding through acquisition, or establishing complex capital structures to delineate returns among investors or procure premier talent, face considerable compliance obligations. Such obligations can most effectively be met by experienced valuation professionals who grasp the ins and outs of fair value accounting. Our financial reporting valuation experiences include, among others:

- ▶ Acquisition method analyses (ASC 805)
- ▶ Goodwill impairment testing (ASC 350)
- ▶ Stock-based compensation (ASC 718)
- ▶ Long-lived asset impairment testing (ASC 360)
- ▶ Fair value measurements (ASC 820)
- ▶ Fresh start accounting (ASC 852)

## TAX PLANNING & COMPLIANCE

Our professional staff is active in both the tax and valuation fields, having presented relevant topics to national and regional professional groups as well as other practitioners. To preserve and increase your assets in the most tax-efficient manner, valuations must withstand scrutiny from the IRS and other authorities. We adhere to stringent standards and ethics administered by reviewing entities and the highly respected professional organizations to which we belong, all to insure our work product is accurate and defensible. Our tax planning and compliance experiences include, among others:

- ▶ Estate and gift tax planning and compliance
- ▶ C-to-S corporation elections
- ▶ Intercompany transfer pricing
- ▶ Charitable contributions
- ▶ Deferred compensation
- ▶ Buy-sell agreements
- ▶ Restricted stock and blockage discounts
- ▶ Fractional interests
- ▶ Purchase price allocations



## CLIENTS ARE TALKING

"I appreciate not only the **professionalism**, but the **commitment** to me and my business as well as the long-standing **personal relationship** we have developed."

—Valuation Client

"**Your business appraisal was significant** in our ability to negotiate a reasonable settlement. I look forward to working with you on other cases in the future."

—Litigation Attorney

"Thank you for all your help on this project. **Your valuation was both thorough and efficient** and we were very pleased with the outcome."

—Valuation Client

"We were able to successfully complete the transaction in no small part because of the **effort put forth by your team.**"

—ESOP Attorney

## "Censeo"

Pronunciation:  
/ke:n.se.o/

{{Classical} IPA)

Part of Speech:  
verb

Definition:  
opine, appraise,  
estimate, think,  
suppose, judge,  
recommend, assess,  
count, reckon.

## CONTACT US

Our professionals are privileged to work with clients across the country, operating in numerous industries, and ranging in size from start-up to international conglomerate. We are continuously honing our expertise, taking advantage of every opportunity to teach and learn.

We belong to the top accreditation and educational organizations in the field, including the American Institute of Certified Public Accountants (AICPA), American Society of Appraisers (ASA), National Association of Certified Valuators and Analysts (NACVA), Association of Certified Fraud Examiners (ACFE), and CFA Institute. We serve in leadership positions for local and national litigation support and valuation services organizations, and regularly address audiences on various forensic and valuation services topics.

We invite you to contact us to discuss how Censeo Advisors can best assist you or your client.



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