

## VSCPA 2022

### **Hardball with Hitchner with Martin, Seigneur and Yeanoplos *They Tackle the Tough Issues***

In this presentation we will answer whatever questions you have on business valuation. We will give straightforward answers to your most complex questions. If you need an answer, we got it.

**Moderator - Jim Hitchner, CPA/ABV/CFF, ASA**  
**Managing Director, Financial Valuation Advisors**  
**CEO, Valuation Products and Services**  
**President, The Financial Consulting Group**  
**Coauthor, *Discount for Lack of Marketability Guide and Toolkit***  
**Coauthor, *Hitchner Pratt Fishman: A Consensus View, Q&A Guide to Financial Valuation***  
**Coauthor, *Financial Valuation Applications and Models*, fourth edition**  
**Former member of the AICPA BV Standards Writing Task Force**  
**Inductee in the AICPA BV Hall of Fame**

#### Learning Objectives:

- The participant will learn how to wade through all the confusion in estimating cost of capital and capitalization rates
- The participant will learn about the proper application of discounts and premiums
- The participant will learn what is going on in the S Corp valuation area
- The participant will learn the best way to use transaction databases
- The participant will learn how to prepare the right report for the right situation
- The participant will learn about recruiting staff and other practice management issues