



Independent Accountants Association of Michigan

We're Accountants for Main Street . . . Not Wall Street

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ATTENTION ALL IAAM MEMBERS

NEW BENEFIT ANNOUNCEMENT:
NO-COST PRACTICE EVALUATION SERVICES

The Independent Accountants Association of Michigan (IAAM) has lobbied for and worked hard to bring its membership the tools and representation needed to maximize their voice and value. In keeping with that theme, the IAAM is pleased to announce it has secured the services of the preeminent merger, acquisition, transition and succession consulting firm in the country.

Effective immediately, **Accounting Transition Advisors** will provide no-cost, no-obligation practice market evaluation services to all IAAM members over the age of 60 or those who believe they would like to reduce their time commitment to their practice within the next five (5) years.

Accounting Transition Advisors (ATA) is a merger, acquisition, transition and succession consulting firm with its corporate headquarters in New York, NY and its marketing, administrative and technological headquarters in Kansas City, MO.

ATA's professional merger, acquisition, transition and succession consultations have ranged from sole practitioners with gross annual billings of \$150,000 to some of the nation's largest accounting firms with revenues exceeding \$200 million, and everything in between. The IAAM has worked closely with ATA over the past 12 months to bring this very valuable service to its membership.

Historically, when a practice has retained ATA requesting evaluation for purposes of succession or sale the fee is \$5,000. For IAAM members in good standing there will be no fee of any kind.

Why is this so important to the IAAM?

The IAAM knows first hand of many instances where practitioners lost tens of thousands of dollars of value because they did not have full comprehension of the many valuation components, lacked knowledge of the most effective client transition strategies, or had limited understanding of the many possible methods of structuring a deal. **We do not want to know of another circumstance!**

This practice evaluation service is highly confidential and no one outside ATA's valuation team will see your firm's data or responses to the questions used to determine your valuation.

Please keep in mind that practice evaluation is a highly sophisticated and challenging service as the variables, internal and external, used to value a practice can change quickly and dramatically. Evaluation must include factors external to the practice or practitioner considering succession. This benefit for IAAM members is designed to provide a "point-in-time" valuation and many factors may positively or negatively affect its ultimate determination. Without further consultation with a professional evaluation consultant this evaluation should not be used for purposes of a sale or transition of your practice.

Evaluation Analysis

Your practice market evaluation analysis will include a description of the five (5) major components and twelve (12) key contributors comprising an evaluation. The descriptions will detail each component and/or contributor identifying what effect, positively or negatively, the component or contributor has on the overall multiple.

The evaluation will offer expert advice as to how the terms of a deal can enhance or reduce value.

Your free practice market evaluation is based on today's market, ATA's experience of over 950 successful affiliations, industry benchmarks, geographic area, and goals. The evaluation report will also provide industry trends enabling you to reasonably forecast the Who, What, When, Where and Why to better understand which trends will play a major role in future evaluations.

Expert analysis based on actual case studies and experience by Accounting Transition Advisors and Mr. Lon Goforth will be shared. A recent case study will be included.

Included with your practice evaluation will be a free phone consultation with Mr. Goforth during which he will share further insights, offer consultation and review the results of the evaluation.

If you wish to capitalize on this IAAM benefit, please understand ATA's valuation team will receive dozens of requests. As such and to provide efficient turn-around time for those needing a valuation, please request only if you are one of the following:

- 5 years or less from reducing your time commitment to your practice
- are interested in merger for synergistic growth opportunities
- understand your clients also need time to transition their trust
- have a lease expiring in the near future and do not want to commit to another lease term

IMPORTANT NOTE: PLEASE PROVIDE A CONFIDENTIAL METHOD OF CONTACT IF ATA REQUIRES FURTHER INFORMATION OR CLARIFICATION OF INFORMATION FOR PURPOSES OF CREATING A VALUATION. IF YOUR EMAIL ADDRESS IS NOT PRIVATE PLEASE SUGGEST ANOTHER METHOD OF CONTACT. YOU MUST IDENTIFY YOURSELF AS AN IAAM MEMBER TO RECEIVE THE VALUATION AT NO-COST. TO RECEIVE YOUR VALUATION QUESTIONNAIRE, PLEASE COMPLETE THE FORM ON THE ATA WEB SITE AT:

http://www.transitionadvisors.com/contact_us.php

SERVICES AVAILABLE TO FIRMS INTERESTED IN GROWTH THROUGH MERGER OR ACQUISITION

If your firm is interested in growing through acquisition or merging in another firm, ATA is available to assist you. Their services include locating and making introductions of candidate firms, providing you a valuation of the firm and suggested deal structures, assistance with negotiations, contract drafts, transition planning and any other support necessary to help you close the deal. ATA fees range from flat fees for support of deals where you have identified the candidate firm to success fee-based arrangements for finding the candidates for you.

http://www.transitionadvisors.com/contact_us.php

or call

Mr. Lon Goforth in Michigan at 248-437-4401

You must identify yourself as an IAAM member to receive this free evaluation!