

A background image showing a close-up of a person's hands using a calculator. The person is wearing a dark sweater and a watch. The calculator is on a desk with some papers. The image is partially covered by a green overlay on the left side.

## BUSINESS VALUATION SERVICES

### DO YOU KNOW THE TRUE VALUE OF YOUR BUSINESS?

Many business owners believe the value of their business is net profit, or gross sales, multiplied by an industry rule of thumb. That is simply not the case.

Determining the value of a business enterprise requires a careful analysis of two primary components that make up value: tangible assets such as real estate, machinery, and furniture used by the business; and various intangible assets such as business or personal goodwill.

To properly value your business enterprise, Keith Blankenship, our Certified Valuation Analyst® (CVA), will acquire a thorough understanding of every aspect of your company's dynamics, including: management capabilities, company strengths, weaknesses and vulnerabilities, the competitive environment, overall expectations for the marketplace, and future economic prospects for the industry and economy in the region.



CRR is a full service accounting and consulting firm serving Boston and New England since 1994. We provide accounting, auditing, tax, and business consulting services to organizations in a diverse range of industries. We also provide tax and financial consulting services to individuals, estates, and trusts.

## HEAR FROM OUR CLIENTS:

*"Excellent local CPA firm"*

*"Accountants you can actually understand"*

*"Big enough to have the resources you need,  
small enough to be personal"*

*"Intelligent, efficient, customer-first  
organization"*

*"Professional organization with great people  
and a solid reputation"*

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