

# TRANSITION PLANNING

YOUR ESSENTIAL FIELD GUIDE

BUSINESS  
VALUATIONS  
VALUE  
MAXIMIZATION  
TOP PITFALLS  
PLANNING  
FREQUENTLY  
ASKED QUESTIONS  
(FAQ)



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# We know the exit can be tough. We're here to help.

For the last 15 years, VSH Certified Public Accountants has helped companies around the world with valuations to position for growth, transition, exit, access to capital and loan covenants.

As a trusted business partner, VSH teams depth and breadth of experience to maximize value and plan for the future.

## **Your Transition Team**

Bob Sytsma, Partner | bob@vshcpa.com  
Kathy Herndon, Partner | herndon@vshcpa.com  
Matt Roetcisoender | mattr@vshcpa.com  
Meg Weber | mweber@vshcpa.com

[www.vshcpa.com](http://www.vshcpa.com) | 360.734.8715

Only **1**  
out of every  
**4** businesses that  
seeks to exit sells.

Up your odds by  
mitigating buyer/seller  
conflict with **valuation**  
and **advisory support**.



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# STEPS TO EXIT

## BIZ VALUATION



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## WHAT IF I?



SELL TO A THIRD PARTY



TRANSFER TO INSIDERS

## CONTINGENCY PLANNING



PLAN FOR THE BUSINESS



PLAN FOR OWNER'S FAMILY

**KNOWING WHAT YOU HAVE TO GET WHAT YOU NEED**



Management  
structure  
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RI  
SK

(DISCOUNTED CASH  
FLOW)

# WHAT IS A BUSINESS VALUATION?

**SIMPLY PUT, it's a report  
detailing the value and drivers  
of your business.**



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# WHY SHOULD YOU GET A BUSINESS VALUATION?

- Crucial step in your transition plan
- Access to capital
- Planning tool to “mind the gap”
- Required to put a valuation on the transfer of the business
- Negotiation tool
- Be prepared and ready for opportunities

**CUT DOWN ON  
BUYER VS. SELLER HEADACHES**

# Milestones in Business Valuations

**1**

Initial meeting with VSH advisor

**2**

Financial analysis

Review of trends in revenues, net income, tax returns and financial reports

**3**

Interview with owner and management

**4**

Benchmark findings with industry and forecasts

**5**

Identify opportunities to maximize value



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# Financial Statements & Advisory Services

**Supercharge key value drivers**

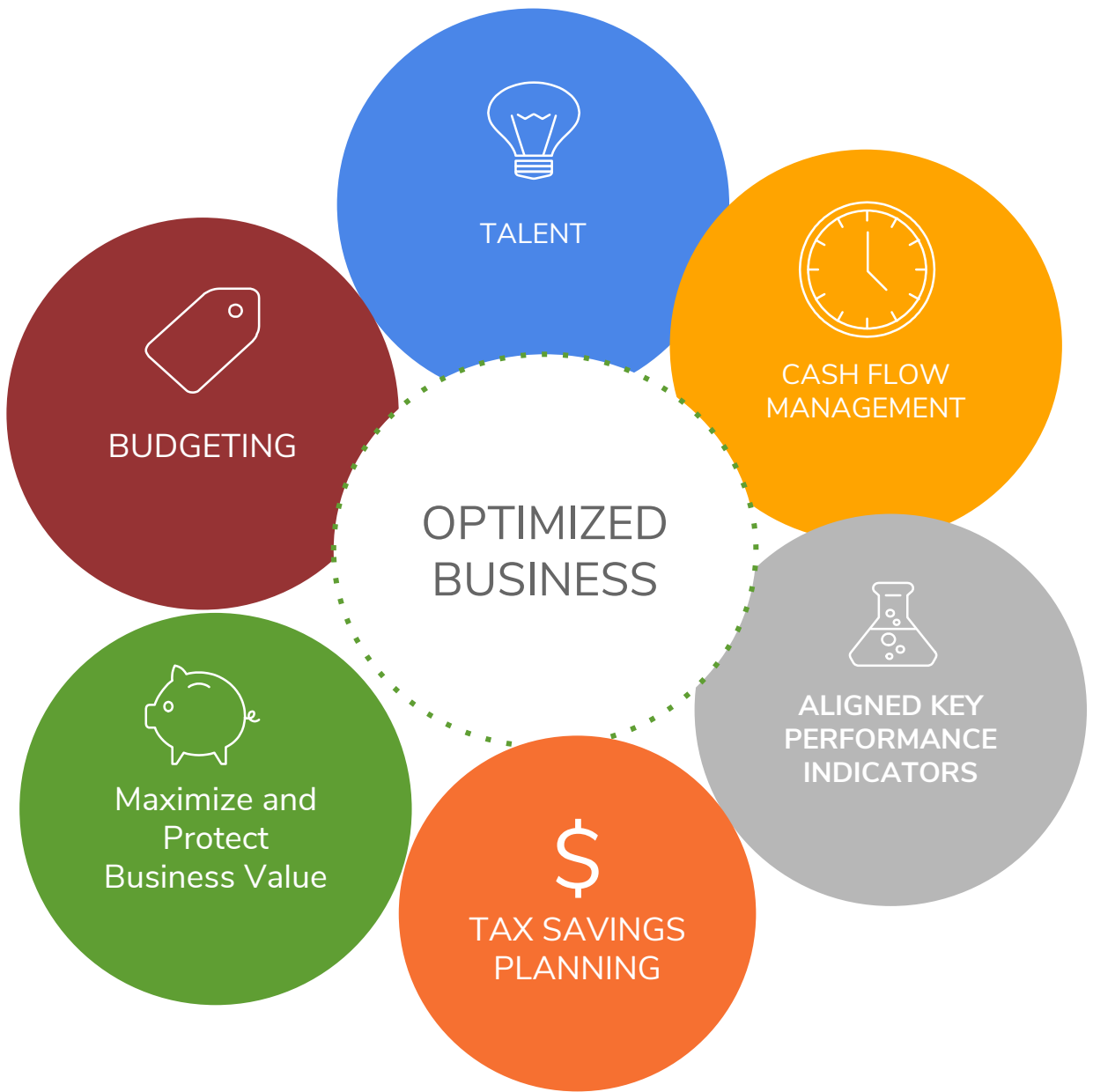
- + Key management in place
- + Documented processes
- + Reliable financials



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## Bob Sytsma, CPA/ABV/CFF

Partner



Bob leads the VSH assurance services team. He has been practicing since 1979 with a focus on business clients, serving as their trusted advisor. Bob leads VSH's financial reporting, litigation support, valuation, and business transition planning groups, where he works with a diverse set of clients including construction, medical practices, manufacturing, technology, and real estate industries.

Bob is well regarded for his business valuation services, assisting clients in mergers and acquisitions, family transitions, and ownership structure changes. He enjoys working with clients to find the best entity structure for their ventures, and plan for their futures as they grow, both in business and personally.

## Kathy Herndon, CPA/PFS/CDFM/MST/CEXP

Partner



Kathy has over 25 years of experience with clients ranging from multinational corporations, to new businesses just exploring business opportunities across the border. Her practice focuses on tax planning for cross-border transactions including businesses moving into the United States, and U.S. citizens living abroad. Each year, Kathy shares her knowledge and expertise of international taxation through various seminars and speaking engagements, for clients and her associates in lower B.C. Kathy is active in the Bellingham Chamber of Commerce and serves as the Co-Chairman of the board.

Kathy holds a B.S. from Central Washington in 1989, M.S.T. from Golden Gate University and is a Certified Divorce Financial Analyst.

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Matt Roetcisoender | [mattr@vshcpa.com](mailto:mattr@vshcpa.com)  
Meg Weber | [mweber@vshcpa.com](mailto:mweber@vshcpa.com)

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**Matt Roetcisoender, CPA/CVA**

Manager

Matt is a CPA and manager at VSH. He focuses on corporate and individual taxation, estate and trust planning, business valuations, and litigation support. In 2016, Matt achieved the Certified Valuation Analyst (CVA) credential for expertise in business valuations.

Matt works with a diverse set up of clients including, real estate, construction, manufacturing and technology.

A graduate of Central Washington University with an undergraduate degree in Business and a Master's in Accountancy, Matt has over 7 years of professional accountancy experience.



**Meg Weber, MA/MBA**

Director of Marketing and Business Development

Meg has been a leader in entrepreneurial companies for nearly 20 years. With deep experience in getting a lot done with constraints, Meg coaches on risk, organizational design and human capital. She also instructs in Innovation and Entrepreneurship at Western Washington University.

She holds a Master's in Art in Film from the University of Iowa and earned her MBA with a concentration in Finance and Marketing from the University of Rochester. Meg also holds a Senior Human Resources Professional (SPHR and SHRM CP) designation.

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*From starting your first business to an acquisition, merger, or sale — VSH CPA's seasoned experts will guide and advise you through the process, minimizing stress and maximizing results.*

Business Valuations

Cash Flow Forecasts

Value Enhancement Strategies

Tax Compliance and Corporate Restructuring

Assist with Access to Capital

Risk Mitigation

Organizational Design

Craft Buy/Sell Agreements

Strategic Growth Advisory

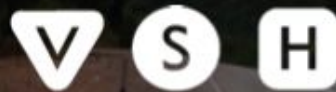
And much more...



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# YOUR PARTNERS IN BUSINESS



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**Here to help**

**Know your worth | Build your team | Plan for the future**