



# HOW TO ENSURE YOU'RE PAYING A FAIR PRICE DURING A TRANSACTION

Join us via Zoom for an insightful webinar designed to help business leaders understand and enhance their company's value. This session will explore key topics, including the three valuation approaches and why they matter, industry trends shaping business value, and the impact of market conditions on valuations. Our expert speakers will dive into critical factors influencing value, the role of EBITDA and cash flow in the market approach, and the importance of quality of earnings in due diligence. Gain practical insights through case studies analyzing multiples and comparable transactions. Don't miss this opportunity to strengthen your leadership and position your business for success.

## TOPIC HIGHLIGHTS:

- Understanding the Three Valuation Approaches: Why Each One Matters
- Industry Trends: How the Past and Future Impact Business Value
- Understanding the Impact of Market Conditions on Valuation
- Key Company Factors That Influence Value
- The Role of EBITDA and Cash Flow in the Market Approach
- The Importance of Quality of Earnings in Due Diligence
- Case Studies: Analyzing Multiples and Comparable Transactions

**May 14, 2025**

1:00 PM - 2:00 PM MST

Zoom Webinar

## OUR SPEAKERS



**ASHLEY EDWARDS,**  
CVA



**AARON ABENDROTH,**  
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**ESLLIEY TAN,**  
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