

David A. Dinsmore, CFP, BCBA, RFC/RBC

Biography Brief – Expertise to Stand Testing.

David A. Dinsmore is a full-time business valuation expert in value drivers: the risk analysis of strategic business actions, tactics, and their implementation. I am a Certified Financial Planner, Board Certified Business Appraiser, Registered Financial Consultant, and Registered Business Consultant, and the principal valuator for CBA at www.CertifiedBusinessAppraisal.com

I specialize in fairly valuing firms to settle divorce and other disputes, structure a company's deal to sell, increase company growth, and build sale value using

- cutting-edge assessments, peer benchmarks, and analysis technology; over 200 company and industry specific risk and value drivers;
- over 35 years of experience, I have seen 100's of business train wrecks (when most clients only know theirs) and I know how to identify and control problems
- more than 100 identifiable intangible and intellectual assets such as patents, brand, algorithms, and technology; plus enterprise and personal goodwill
- And proprietary systems, policies and procedures; and a valuation process with 12 steps, and 186 check points; business modeling and organization form.

I testify in court to my expert conclusions. Whatever your valuation purpose, my valuation experience makes a difference for you.

In addition to our CBA team, a network of independent consultants provides specialized drill down problem solving when appropriate. Your business valuation is just as unique as your fingerprints. David A. Dinsmore

To build and measure our client's value and growth opportunities, I developed the "The Navigator Business Planner," "The Financial Action Organizer," and the "Small Business Operation's Audit" which screen for business best practices. I have valued many kinds of service firms and professional practices for sales, succession and exit plans, estate tax plans, divorce and disputes for more than 30 years. For an in-depth experience list, request my current resume and Curriculum Vitae, CV.

Professional Standards – Known and Properly Applied. Knowing when and how to apply professional standards, protocols, and key definitions is critical. Overvalued and underpriced are two constant client concerns. The three levels of valuations reveal key facts that give you confidence with clear explanations. The inexperienced and part-timers say "Business valuation is as much art as it is science." They say it because they do not know the technical process science that gives better conclusions with less unconscious bias.

In my spare time, I hit a bike trail for a 20 to 30 mile ride. Also, my wife and I enjoy hiking regularly in many of the tri-state parks, reading history books, and shopping for additions to our antique collections.

David A. Dinsmore

www.CertifiedBusinessAppraisal.com

Call 513-266-3226 you are welcome to ask anything.

Together Making Your Business Planning Difference

Collaboration. We help you achieve the best possible business life by teaming up with you, not just working for you, by judiciously using our time together to clearly appreciate your firm's philosophy and mission, business background, and your needs and desires. Jointly creating a well-marked map as a guide backed by business valuation specialized skills to enhance achieving your goals.

Proactivity. "An ounce of prevention is worth a pound of cure." Working with you to anticipate internal and external driven business changes and strategically prepare for them, by regularly set checkups for any potential challenges preparing to keep you up at night, and better yet, new opportunities that might be coming, and aide in the creation of the action plan necessary to take advantage of them ahead of time. A valuation is an amazingly profit improvement tool.

Objectivity. Bring confidential and independent insight from the outside as a sounding-board to help you freshly approach a problem and reduce emotionally driven decisions in important money matters, by being available to consult with you at key moments of decision-making, and doing needed outsourced technical business operating and valuation impact research.

Learning. Exploring what specific business knowledge and specialized skills best fit you. First we carefully identify and define your challenge. Then we provide you with the facts and resources to enable better decisions. Next we discuss your alternative's advantages and risks. The advice articles say why assess financial performance, sales and marketing, and scalability. But they do not tell you how to. At CBA, you get the test questions on how to find and fix business challenges.

Organization. Facilitate bringing order to your life, by assisting you in getting your business value driving infrastructure coordinated while reducing distracting job noise and clutter (at both the "macro" level of the nine business operating systems – marketing, sales, accounting, HR, etc. and also at the "micro" level of targeting prospects, profitability, compensation, and succession planning, etc.).

Encouragement. Supporting your business and financial planning journey to reach your top goals, by working with you to identify **WW-WNSM** points, and provide you with business valuation and planning know-how so you can regularly track your goal progress using tailored **Growth Process Systems, GPSSM** which are 7-10 of your top company financial and operation guiding metrics.

You judge a project's merits, we bring the vital expertise so you can select your best, next step. To improve: change. To be better, change with purpose.

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Doing The Right Business Valuation Process, RightSM

Guiding Vision, Beliefs, and Principles

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Our Purpose using the fact-finding valuation process to set what a company is worth, and to strategically answer client operating questions (focus: do the right things, and do those things right to build the firm's value to owners and buyers).

Business Appraisal's Top Reasons to Determine Value

- Deal Ready Planning: Buyer/ Seller, Internal/External, and Family Negotiations
- Owners Exit, Succession, Continuity, Transition Strategies (Each Are Different)
- Divorce and Disputes, Valuation for Litigation Support and Expert Testimony
- Estate Tax Planning and Asset Protection Strategies, Plan Organizing
- Practice Management Systems Structuring, and Upgrading Organization Tactics

What is NOT offered. I don't do taxes, no bookkeeping, no investment or insurance sales, no financial auditing, no controllership, or the host of other accounting things. I am not a CPA, attorney, historian, or a business broker.

While I could do these things (and have done most), they would distract from what I do, and do best: valuing and advising professional service firms.

I Believe that the valuation process will answer every business question you have, or will ever have. You get **16 immediate benefits**, and **7 more at your sale**.

Your valuation answers WHY others place emotional and financial value on why, how and what you do. Identifying weak areas eases improvement. Recognizing strengths allows you confidently maintain them.

When you understand WHY your company is worth X, suddenly your company is now worth X plus Y. You know you understand WHY you have value. Understanding your WHY leads you to create more value naturally because your valuation process thoughts continue to drive improving your actions and habits.

Valuation and Business Special Skills – We constantly develop valuation and business management principles and technical knowledge to meet the ever-changing client needs through ongoing education and personal research work.

Firm's Continuous Improvement – We improve what we do for clients every workday. We assess our detailed operating systems for reliability, continuity and consistent services. Proper processes promote preferred performance.

Professional Commitment – Ethics and integrity are the foundation of the firm and everyone who works here. See our Standards and Ethics pages.

Professional Standards for Client's Work – Is held to extensive industry, profession, government, and our own high standards using peer and personally tested procedures and processes to provide superior service confidence.

Teamwork – We work projects jointly. I advocate for you, my consulting client.

An exception is valuation work for litigation testimony for divorce or other disputes. Here my duty is to provide independent objective conclusions as a 'friend of the court' that are matched to the standard set by the court, or directed by you or your attorney.

Call 513-266-3226 you are welcome to ask anything. Put me to the test.

Business Valuation and Financial Analysis

Professional Standards and Ethics

My, David A. Dinsmore's, independent analyses, opinions, and results are personally and confidentially prepared and attested to in financial analysis and business valuation documented reports with prudent consideration of recorded and confirmed client goals and my professional credentials and instituted standards:

- The Certified Financial Planner, CFP® Code of Ethics
- Registered Financial Consultants, RFC and Registered Business Consultants, RBC Code of Ethics
- National Society of Appraiser Specialists who granted the Board Certified Business Appraiser, BCBA
- Uniform Standards of Professional Appraisal Practice, USPAP: Standards Rules established as a result of Financial Institutions Reform, Recovery and Enforcement Act (FIRREA)
- IRS Valuation Guidelines and Standards
- Financial Accounting Standards Board, FASB
- The Institute of Business Appraisers, Inc.'s - Appraisal Standards
- The NABVSC (North American Business Valuation Standards Council) Model Standards, and generally accepted valuation methods and principles recognized by professional organizations including but not limited to the
 - ❖ The Institute of Business Appraisers, IBA
 - ❖ Financial Planning Association, FPA
 - ❖ American Institute of Certified Public Accountants, Accredited in Business Valuation, IACPA/ABV
 - ❖ National Association of Certified Valuators & Analysts, NACVA
 - ❖ The American Society of Appraisers, ASA
 - ❖ Canadian Institute of Chartered Business Valuation, CICBV

“Consistently taking the high road by following professional ethics and standards are two top reasons why we make a difference for our clients.”



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Code Of Ethics

REGISTERED BUSINESS CONSULTANTS*

I WILL AT ALL TIMES PUT MY CLIENT'S INTEREST ABOVE MY OWN.

I WILL MAINTAIN PROFICIENCY IN MY WORK THROUGH CONTINUING EDUCATION.

WHEN FEE-BASED SERVICES ARE INVOLVED, I WILL CHARGE A FAIR AND REASONABLE FEE BASED ON THE AMOUNT OF TIME AND SKILL REQUIRED.

I WILL ABIDE BY BOTH THE SPIRIT AND THE LETTER OF THE LAWS AND REGULATIONS APPLICABLE TO FINANCIAL PLANNING SERVICES.

I WILL GIVE MY CLIENT THE SAME SERVICE I WOULD GIVE TO MYSELF IN THE SAME CIRCUMSTANCES.



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Guiding Vision, Beliefs, and Principles

Exercising Analyst Bias Control

We keep an antique high school poster on our office wall. The poster is titled “External Influences on Business.” It is a great example of bias statements. For example “Demand for the product or service may fall.” The bias in the statement is that demand may also rise.

I learned in testifying for court that many use biased statements and questions. In addition, the courtroom questions and statements, on purpose or by ignorance, misuse business valuation definitions of words or phrases. You must constantly be on guard for improper bias and misdirection in analysis and testimony.

This is why a valuator must have a commanding understanding of the application of foundational definitions.

There are:

- three standards of value with over 15 premises,
- three levels of professional association defined business valuation processes,
- and more than eight definitions in the value formula with over 60 variations that may be applied.

Over one million combinations could change the result. A valuator must choose wisely.

We work to control unconscious bias by setting an objective interview process and analysis framework.

Testimony

A formal written or spoken statement given in a court of law. Objectively and fairly provided as a “friend of the court” without regard to who paid the professional fees.

Generally Accepted Valuation Principles, GAAP

Technical standards include generally accepted principles of valuation and procedures for the undertaking of valuations. Professional standards include establishing codes and benchmarks for the conduct and competency of professional valuers.

Standard

Universally or widely accepted, agreed upon, or established means of determining what something should be. Major classifications of this term include: (1) Material or substance whose properties are known with a level of accuracy that is sufficient to allow its use as a physical reference in calibrating or measuring the same properties of another material or substance. (2) Concept, norm, or principle established by agreement, authority, or custom, and used generally as an example or model to compare or measure the quality or performance of a practice or procedure. (3) Written definition, limit, or rule approved and monitored for compliance by an authoritative agency (or professional or recognized body) as a minimum acceptable benchmark.

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Fair Market Value, FMV Valuation Standard is used in determining the subject company's value. Rev. Rul. 59-60: "Section 20.2031-1(b) of the Estate Tax Regulations and section 25.2512-1 of the Gift Tax Regulations defines fair market value, in effect, as the price at which the property would change hands (exchange, sell, transfer, transaction) between a willing buyer and a willing seller when the former is not under any compulsion to buy and the latter is not under any compulsion to sell, both parties having reasonable knowledge of relevant facts (material facts "which a prudent investor ought reasonably be informed before purchasing a security." Black's Law Dictionary "Court decisions frequently state in addition that the hypothetical buyer and seller (Financial not Investment or Strategic) are assumed to be able, as well as willing, to trade and to be well informed about the property and concerning the market for such property." IRS Emphasis added.

"The (Fair Market Value, FMV) definition assumes reference to the "fair" and "most probable" price a buyer and seller will agree upon, sufficient time on the market (in the most common market), an arm's-length transaction, often evidenced by negotiations, where prevailing market, economic, and industry conditions result in a price in cash or an equivalent." Raymond Miles, IBA Emphasis Added.

Fact

Event, item of information, or state of affairs existing, observed, or known to have happened, and which is confirmed or validated to such an extent that it is considered 'reality.' See also assumption, rule of thumb, and science.

Objective Evidence

Information based on facts that can be proved through analysis, measurement, observation, and other such means of research.

Unbiased

Not unfairly prejudiced for or against someone or something; fair; impartial.

Fair

In accordance with the rules or standards. Even-handed and impartial in treatment or judgment

Ethics

Moral principles that govern a person's behavior or the conducting of an activity.