

**NEWS & INFORMATION RELEASE**  
**APRIL 30, 2013**

**Where will [a trillion dollars in sidelined capital](#) go when it finally starts flowing?**

Chartered Business Valuators offer expert insights and advice on how businesses will attract buyers and capital.

Video: [Capital on the Sidelines: A video about getting your share](#)

**Toronto, ON, April 30, 2013:** Canadian companies are keeping their cash sidelined. This sentiment, often referenced by Bank of Canada Governor, Mark Carney, remains fresh as analysis out of RBC reaffirmed recently in national business media. Billions of dollars are being held in reserve, almost as an insurance policy during uncertain times (Globe & Mail ROB, April 3, 2013).

But cash-rich Canadian companies and business investors will have to start deploying capital again soon according to a new video report from the Canadian Institute of Chartered Business Valuators (CICBV). With business leaders finding organic growth hard to come by, strategic acquisitions will have to grow to fill the void. The conditions are set: the U.S. economy is gathering momentum and thousands of baby boomer owner-operators are finally positioning to engage succession plans and attract strategic buyers.

According to CICBV spokesperson, Sue Loomer, Managing Director, Campbell Valuation Partners Limited, "There are two questions for owner-operators and leaders with businesses for sale. Question one is: how will I prepare my company to command the best price possible? Question two is: how much is my company worth?"

The new video analysis features Chartered Business Valuator (CBV) professionals from across Canada who offer insights in the context of those two questions. Corporate profits are still strong. There is more money sitting on the sidelines than ever before. There are more buyers with more money than there have been in years, and they are looking for good companies.

"On one side, there is pressure to acquire. Opposite that, there is pressure to retire," concludes Loomer. "It's good timing for everyone."

CBV Sue Loomer, Managing Director with Campbell Valuation Partners Ltd., is available to answer questions about the content of the video analysis and to facilitate interviews with other CBVs in regions across the country as required.

### **About CICBV**

The Canadian Institute of Chartered Business Valuators is the largest professional valuation organization in Canada, and is the sole administrator of the Chartered Business Valuator designation, providing education and accreditation to its members. Chartered Business Valuators (in Canada) are the only professionals specifically trained to value privately held businesses and intangible assets.

CICBV was founded in 1971 and is headquartered in Toronto with Board representation from across Canada. The CICBV oversees the qualification, certification, continuing education, ethical, professional and discipline standards of CBVs.

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