

NEWS & INFORMATION RELEASE
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What's Your Business Worth?

Business Valuator Shares Expertise on How to Get the Most from the Sale

Valuing a private enterprise for sale or as support for financing growth has always been a challenging task. In today's economy, it's twice as tough. Past earnings don't support the best price - future uncertainty undermines values as well. Whether you're a seller or buyer, you could easily end up with only half of what you'd expected.

Now more than ever, valuation expertise is in demand.

Meet Eleanor Joy – Chair of The Canadian Institute of Chartered Business Valuators (CICBV), and practicing CBV for over 25 years. Her candid recommendations have helped countless business owners understand the value drivers in their business. Her CBV education and experience have given her insight to the art and science of business valuation, which she shares in the attached video clips.

With up to 70% of business owners in a position to retire before 2020, a significant number of them will not recognize the importance of succession planning or wealth transfer until they're face-to-face with making tough decisions. That's not the time to be guessing or unsure. For business leaders who are in the market to sell or buy business assets, the professional judgment CBVs offer creates strategic vision for the valuation and the support required to add fair-value certainty to the process.

The following video clips have been assembled for your convenience. Eleanor Joy is available for interviews to share her expertise in business valuation.

What's Your Business Worth?:

Getting the Most Out of the Sale

Interview with an Expert, Eleanor Joy Volume 1

<https://cicbv.ca/cbv-media-video/>

The full-length video can be viewed at <https://cicbv.ca/>

About Chartered Business Valuators:

Chartered Business Valuators are designated professionals in Canada who quantify the value of entire businesses or individual business assets including intangible assets by applying rigorous standards, using proven approaches and employing techniques considered Best Practices worldwide.

The Canadian Institute of Chartered Business Valuators 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.

To arrange an interview with Eleanor Joy, or for more information please call or email:

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