HERTZBACH
certified public accountants · consultants

HERTZBACH.COM
800.899.3633

EXIT PLANNING & VALUE GROWTH ADVISORY SERVICES

The Hertzbach & Company, P.A. Valuation Services Group has extensive experience assisting business owners throughout the transition process. Business owners often spend time developing and growing their business but commonly neglect to consider their existing personal and financial needs. We believe that an all encompassing approach is necessary in order to ensure that all of the owner's current and future goals are met. This approach focuses on two key elements; maximizing business value and the personal and financial planning of the owner. These advisory services will result in a clear and concise plan that afford the business owner peace of mind knowing that there is a measurable road map to reach their goals.

SERVICES WE PROVIDE

Business Valuations

- Mergers & Acquisitions
- 409A
- 83(b)
- ESOP
- Gifting/Estate
- Bank Financing

Transition Planning

- Buyer Options
- Deal Structure Considerations
- Feasibility Studies
- Succession Plans
- Wealth Management Needs

Tax Planning

- Deal Structure Tax Implications
- Gifting Options
- Estate Planning

DESIGNATIONS OF OUR EXPERTS

CEPA - Certified Exit Planning Advisor
CPA - Certified Public Accountant
CVA - Certified Valuation Analyst
CFE - Certified Fraud Examiner
CFF - Certified in Financial Forensics
ABV - Accredited in Business Valuation
CIRA - Certified Insolvency & Restructuring Advisor
CDBV - Certification in Distressed Business Valuation

NOTABLE CONTRIBUTIONS

Taught courses for judges, attorneys, accountants, and appraisers

Published articles in various professional journals

Performed pro-bono expert witness services for local law schools

APPROACH GOALS

Maximize Business Value

- Stabilize business processes and management structure
- Focus on increasing business profits
- Increase marketability of business entity
- Implement "de-risking" strategies
- Consider implications of potential buyer types and exit options
- Create business advisory team

Personal & Financial Planning

- Consider wealth management needs
- Discuss various insurance policy options
- Develop business contingency plans
- Develop a "life after business" plan
- Tax planning for net sale proceeds and estate planning
- Create written "action plan" to meet owner wants and needs
- Determine sales price necessary to fund lifestyle

COMMITTEES & ASSOCIATIONS

- President, Maryland Chapter of the National Association of Certified Valuators and Analysts
- Former Board Member, Litigation Forensics Board, National Association of Certified Valuators and Analysts
- Liaison, Ethics Oversight Committee, National Association of Certified Valuators and Analysts
- Past Committee Chairman and Current Member, Forensic Valuation Services Committee, Maryland Association of Certified Public Accountants
- Board Member, Advisory Council, Association of Certified Fraud Examiners
- Member, Exit Planning Exchange
- Member, Exit Planning Institute

AWARDS & HONORS

Named a 2005, 2008 and 2010 Top CPA In Maryland by Baltimore SmartCEO Magazine

Award of Appreciation, Maryland Association of Certified Public Accountants

Awarded 2016 "40 Under Forty" by the National Association of Certified Valuators and Analysts

Nominated as one of Maryland's 2015 "Top 10 Public Accounting Professional Rising Stars" by the National Academy of Public Accounting Professionals

CFA Institute's 2014 Baltimore/Washington Regional Equity Research Challenge Winner

Excellence in Regional Leadership Award, Maryland Regional Council of Governments

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