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## Course Information

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**Course Title:** *Business Valuation*

**#365624**

**Number of continuing education credit hours recommended for this course:**

In accordance with the standards of the CFP Board, the IDFA, and the National Registry of CPE Sponsors CPE credits have been granted based on a 50-minute hour.

**CFP®:** 2 (CFP Board Course ID # 257127)

**CDFA®:** 3 (Registered with the Institute for Divorce Financial Analysts)

**CPA:** 3 (All states)

National Registry of CPE Sponsors ID Number: 107615.

Sponsor numbers for states requiring sponsor registration

Florida Division of Certified Public Accountancy: 0004761 (Ethics #0011467)

Hawaii Board of Accountancy: 14003

New York State Board of Accountancy (ethics course): 002146

Pennsylvania Board of Accountancy: PX178025

Ohio State Board of Accountancy: M0021

Texas State Board of Accountancy: 009349

### Course Description

Maximizing value from the purchase of a business requires a detailed understanding of valuation methods. The Business Valuation course provides insights into the circumstances under which different valuation methods should be used, and discusses how to sort out those situations in which a range of valuations are indicated. The course goes on to describe how to value intangible assets, a number of valuation adjustment factors, valuation mistakes, and similar topics. In short, the course is a valuable reference for anyone seeking a better understanding of how much a business is worth.

### Course Content

Publication/Revision date: 10/7/2024.

Author: Steven M. Bragg, CPA.

Final exam (online): Fifteen questions (multiple-choice).

**Program Delivery Method:** QAS Self-Study (interactive)

### Subject Codes/Field of Study

NASBA (CPA): Finance; CFP Board: Investment Planning; IDFA: Financial Planning

### Course Level, Prerequisites, and Advance Preparation Requirements

Program Level: CFP Board, IDFA: Intermediate.

NASBA (CPA): Overview; This program is appropriate for professionals at all organizational levels.

Prerequisites: None, Advance Preparation: None

### Instructions for Taking This Course

- Log in to your secure account at [www.bhfe.com](http://www.bhfe.com). Go to "My Account."
- You must complete this course within one year of purchase (If the course is "Expired," contact us and we will add the latest edition of the course to your account (no charge).
- **To retain the course-PDF after completion (for future reference) and to enable enhanced navigation:** From "My Account," Download and save the course-PDF to your computer. This will enable the search function (Menu: Edit>Find) and bookmarks (icon on left side of document window).
- **Complete the course by** following the learning objectives listed for the course, studying the text, and, if included, studying the review questions at the end of each major section (or at the end of the course).
- **Once you have completed studying the course** and you are confident that the learning objectives have been met, answer the final exam questions (online).

### Instructions for Taking the Online Exam

- Log in to your secure account at [www.bhfe.com](http://www.bhfe.com). Go to "My Account."
- A passing grade of at least 70% is required on the exam for this course.
- You will have three attempts to pass the exam (call or email us after three unsuccessful attempts for instructions).
- The exam is not timed, and it does not need to be completed in one session.
- For a printed copy of the exam questions, open the exam and press "Print Exam."
- Once you pass the exam, the results (correct/incorrect answers) and certificate of completion appear in "My Account." A confirmation email is also sent.
- CFP Board and IRS credit hours, if applicable, are reported on Tuesdays and at the end of the month.

**Have a question?** Call us at 800-588-7039 or email us at [contact@bhfe.com](mailto:contact@bhfe.com).

## Learning Objectives:

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- Identify the situations in which a business valuation may be needed.
- Specify the presence of going concern indicators.
- Recognize the calculation methods used for each of the valuation methodologies.
- Recall how the cost of capital is derived, including the proper derivation of beta.
- Specify how scenario analysis can be used to refine the discounted cash flows model.
- Identify the circumstances under which premiums and discounts are applied to a valuation.
- Recognize the different types of intangible assets.
- Recall the different methods available for assigning valuations to intangible assets.

## About the Author

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**Steven Bragg, CPA**, has been the chief financial officer or controller of four companies, as well as a consulting manager at Ernst & Young. He received a master's degree in finance from Bentley College, an MBA from Babson College, and a Bachelor's degree in Economics from the University of Maine. He has been a two-time president of the Colorado Mountain Club, and is an avid alpine skier, mountain biker, and certified master diver. Mr. Bragg resides in Centennial, Colorado. He has written more than 250 books and courses, including *New Controller Guidebook*, *GAAP Guidebook*, and *Payroll Management*.

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