

*Along with the SCBA Education Committee, presents:*

# How to Avoid Landmines in Buy-Sell Agreements: A Business Valuation Expert's Perspective

Essential for attorneys that work with buy-sell agreements (BSA's), this workshop identifies common problems with valuation provisions and recommends practical solutions that attorneys can use to prepare precise and unambiguous agreements that, when triggered, will function as intended and be fair to all concerned, affordable and trouble-free.

## Participants Will Learn:

- ⇒ Valuation concepts, standards, terminology, and discounts
- ⇒ Attorneys' use of various BSA provisions (from a study of 20 agreements selected at random)
  - ⇒ Pros and cons of the 3 primary approaches to pricing shares for buy-sell
  - ⇒ Common BSA problems, illustrated through 9 case studies
  - ⇒ Recommended solutions



**Al Statz, ASA, CBA**  
**Exit Strategies Group, Inc.**

Mr. Statz is President of Exit Strategies Group, Inc., a mid-size business valuation and M&A brokerage firm with offices in the San Francisco Bay Area, Sacramento area and Orange County. Founded by Al in 2002, Exit Strategies appraises \$1-50 million revenue closely-held businesses and fractional interests for buy-sell, management buyout, ESOP, estate and gift tax, dissolution proceedings, succession planning and other uses. Mr. Statz holds an Accredited Senior Appraiser (ASA) credential from the American Society of Appraisers and is a Certified Business Appraiser (CBA) through the Institute of Business Appraisers. He is also a Merger & Acquisition Master Intermediary (M&AMI) through M&A Source. Al advises clients on business sales and recapitalizations and serves on the board of the California Association of Business Brokers.

**Date:** Thursday, August 16, 2018

**Time:** Check-In: 11:45 am; Presentation: 12:00—1:00 pm

**Place:** SCBA Office, 111 Santa Rosa Ave., Ste. 222, Santa Rosa, CA 95404. Parking for this seminar is ONLY available in the Public Parking Garage at 555 First Street. Do not park in the parking lot at 111 Santa Rosa Avenue.

**Registration Fee:** \$60--SCBA Members; \$75--Public;  
\$20--Students (Students must provide proof of current enrollment with registration to receive discount)

**MCLE:** 1.0 Unit Participatory Credit in General Law

*Water and light snacks will be provided.*

Please sign me up for *Buy-Sell Agreements on Thursday, August 16, 2018*

Attendee(s): \_\_\_\_\_

Phone: \_\_\_\_\_ ♦ Email: \_\_\_\_\_

Check, Visa, MasterCard, or Discover Accepted ♦ Amount: \$ \_\_\_\_\_ ♦ Payor: \_\_\_\_\_

Card #: \_\_\_\_\_ ♦ Exp: \_\_\_\_\_ ♦ CVV: \_\_\_\_\_ ♦ Zip: \_\_\_\_\_

DIGITAL HANDOUT MATERIAL is available upon request. Email Amy Jarvis at Amy@SonomaCountyBarAssociation.org to request your handout material be sent to you digitally. Deadline for requests is one day prior to the date of the presentation. Handout material will be emailed the morning of the presentation. Printed material will not be provided at the door for those who receive digital copies of their handout.

REGISTER BY: PHONE: call 707-542-1190 x10 (credit card only) • FAX: 707-542-1195 (credit card only) • MAIL: Sonoma County Bar Association, 111 Santa Rosa Ave., Ste. 222, Santa Rosa, CA 95404 (check or credit card) • WEB: go to www.sonomacountybar.org, program links are on the left side of the screen. Online registration closes one day prior to the presentation for programs hosted at the SCBA office and 5 business days prior for programs hosted outside of the SCBA office. Once online registration closes, you may continue to register for this program by phone or fax.

REFUNDS will be given if a SCBA refund request form is received prior to the start of the program. Refund request forms are available on the SCBA website.