



Business Valuation Manual - Unlocking The Value Of Your Business : How to increase it, measure it, and negotiate an actual sale price.

Thomas W. Horn

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Which is the best valuation book for your needs? See what the experts say about Thomas Horn's *Business Valuation Manual*:

“Takes the confusion out of finding the dollar value of a business. Takes the established methods used by experts and breaks them down into easy-to-understand, well-defined steps. Designed for both the professional and the non-expert, this book should appeal to business owners, manager, accountants, attorneys, lenders, business brokers, investment bankers, investors, business buyers, and business sellers.” - THE NATIONAL PUBLIC ACCOUNTANT

“Gives the basics on such tried-and-true methods as the discounted cash flow method, capitalization of income stream, and excess earnings method. Although these technical sounding terms may scare anyone off but accountants, Horn's book is well-organized and easy to understand. After an introduction that provides a detailed list of the information needed and how to get it, readers can skip to whichever techniques best fit their needs.” - REGISTERED REPRESENTATIVE, FINANCIAL ADVISORS EDITION

“This book is by far the best in making business valuation understandable to the average informed reader... a joy to read.” - THE REAL ESTATE APPRAISER & ANALYST

“A nifty little book.... Not meant to be read cover-to-cover.... Well worth its low cost and worth keeping as a quick reference handbook.” - INTERNATIONAL BUSINESS BROKERS ASSOCIATION

“A useful, amusingly written, yet technically complete guide to calculating the value of a business.” - REAL ESTATE FINANCE TODAY

“Down-to-earth advice. A how-to manual, straightforward and clearly written.” - CHANGING TIMES

“If you are asked by a business owner to value his business, you might be well-advised to read this book before going to more sophisticated methods.” - MANAGEMENT ACCOUNTING

“A good guide through the murky waters, providing a straightforward volume with a useful glossary.” - HIGH TECHNOLOGY BUSINESS

“It's put together into a coherent whole so beautifully and it's so easy to understand that it's a joy to read.” - THE REAL ESTATE APPRAISER

“Worth Reading. Recommended for anyone interested in evaluating the worth of their business.” - TURNAROUNDS & WORKOUTS

“You don't have to be a financial genius to use it. The results can help you negotiate the sale of your

business, decide whether an acquisition is feasible, and aid in estate planning.” - REAL ESTATE TODAY

“Unless you have a strong financial background, the language of business valuation can sound like some obscure dialect. For our money, the best primer is Thomas Horn’s business valuation manual. Horn walks you through the process of valuing a business: when to undertake the job, how precise you need to be, how to gather and prepare the data. A glossary and occasional cartoons demystify the subject without trivializing it. Is the book oversimplified? There’s no danger of that, according to Michael J. Roberts, an assistant professor at Harvard Business School. ‘Horn explains the most common approaches to valuation and how to perform those analyses,’ he says. ‘He also shows you how to adjust your financial statements accordingly.’ The book, Roberts adds, is useful even for company owners who have no intention of selling. ‘It can be very helpful to look at your company as a potential purchaser would. It can show you where the real sources of value are and where the real potential to improve is.’” - INC. MAGAZINE

“Makes appraising a company as straightforward as balancing the checkbook. What? You’re not a CPA you say? No trouble there. Horn’s manual, believe it or not, is laid out in plain language. What financial lingo you aren’t familiar with is listed in a complete glossary.” - THE BUSINESS JOURNAL

“The easy-to-read, step-by-step explanations can be used by anyone to save themselves thousands of dollars in appraisal fees. The manual begins by outlining what type of information one must obtain during the evaluation process and how to go about getting it. It then goes on to present a breakdown of seven different valuation methods including guidance as to when each method should be used. Finally, the book explores how to most effectively apply the results of these calculations” - OBER INCOME LETTER

“Horn’s book is extremely well-organized and easy to understand. Readers can skip to whatever techniques best fit their needs.” - PERSONAL INVESTOR Magazine

“A book to help owners and managers increase the value of their business and measure it easily at any point in time. If you’re pressed for time, four of the book’s 25 chapters can be used to succinctly deliver value. One five-page chapter provides information on how to quickly increase the value of your business.” - INDUSTRY WEEK GROWING COMPANIES EDITION

“This book gives you results as good as any expert’s and saves you thousands on expensive appraisals because you do it yourself. No special financial knowledge needed – you just open the book and use it right away. Everything is broken down and explained in plain English, without technical mumbo-jumbo. This book belongs on the desk of every business owner.” - INCOME OPPORTUNITIES

“Initiated as an in-house manual for the author’s mergers-and-acquisitions firm, this book shows executives how to price their companies by analyzing cash flows, income streams, excess earnings, and so on. The book breaks down the most common valuation methods into non-technical steps. Extremely valuable when talking to bankers and investors or when handling a potential acquirer.” - MANAGEMENT REVIEW

“A book to help owners and managers increase the value of their business and measure it easily at any point in time. If you’re pressed for time, four of the book’s 25 chapters can be used to succinctly deliver value. One five-page chapter provides information on how to quickly increase the value of your business.” - INDUSTRY WEEK GROWING COMPANIES EDITION

“It is an understandable, step-by-step guide to placing a value on a business.” - NATION’S BUSINESS

“Suggested reading on the ins and outs of buying and selling a business.” - SUCCESS Magazine.

“The author provides personal advice on evaluating a company, deciding whether it should be bought, and the price at which a business transaction can really be accomplished. If you are asked by a business owner to value his business, you might be well-advised to read this book before going to more sophisticated methods.”
- MANAGEMENT ACCOUNTING

“The bottom line is only one way to measure how a company is doing... A useful exercise even if the firm isn't for sale.” - INDUSTRY WEEK

“Provides information on what data to gather for an evaluation, which methods are best in a given case, what pitfalls to avoid, and how to use the evaluation for acquisition pricing, financing strategies, negotiation, and identifying strengths and weaknesses of the company.” - THE FINANCIAL MANAGER, The Magazine for Financial and Accounting Professionals

“A book to help owners and managers increase the value of their business and measure it easily at any point in time. If you're pressed for time, four of the book's 25 chapters can be used to succinctly deliver value. One five-page chapter provides information on how to quickly increase the value of your business.” -
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