



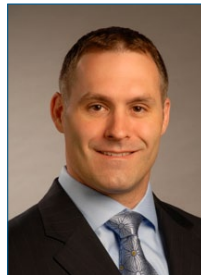
Over 40 years of professional experience... condensed into one concise chapter

Valuation Support Partners Ltd. ("VSP") co-founders, Jason Kwiatkowski and Jeff Ambrose, are contributing writers for *Advisors Seeking Knowledge, A Comprehensive Guide to Succession and Estate Planning*, authored by Peter J. Merrick.

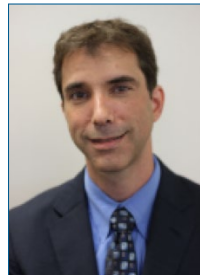
Published by LexisNexis on December 31, 2012, this book is the authoritative resource and reference for all succession and estate planning professionals.

Jason and Jeff's contribution, Chapter 27, addresses the importance and role of business valuation, value enhancement and exit planning to the succession and estate planning process.

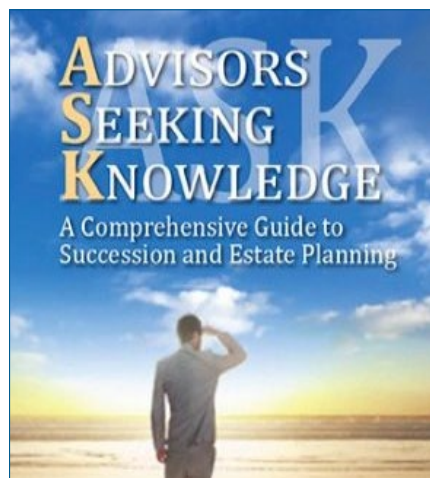
It is estimated that \$3.7 trillion in business assets are poised to change hands over the coming decade in Canada. Business owners require the collaboration of professional advisors in order to ensure that they are properly prepared for the threats associated with this major market trend.



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The Importance of Business Valuation
Without the assistance of a professional valuator, business owners tend to overestimate or underestimate the value of their business. Having an objective and credible business valuator on your succession planning team removes the guesswork from valuation and provides an independent purchaser perspective.

VSP enables its clients to understand the current value of their business and works with them to enhance that value prior to exit. They support the clients' succession planning team to ensure a successful transition where goals are achieved. Their contribution to this book is another way they are sharing their knowledge to educate professional advisors and business owners on this topic.

Contact us at VSP for independent business valuation support.

Valuation Support Partners Ltd.

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