

# TRANSITION PLANNING

**YOUR ESSENTIAL FIELD GUIDE**

**BUSINESS VALUATIONS  
VALUE MAXIMIZATION  
TOP PITFALLS  
PLANNING  
FREQUENTLY ASKED QUESTIONS (FAQ)**



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# Questions?...

**We know the exit can be tough. We're here to help.**

For the last 25+ years, VSH Certified Public Accountants has helped companies around the world with valuations to position for growth, transition, exit, access to capital and loan covenants.

As a trusted business partner, the VSH team's depth and breadth of experience maximizes value and plans for the future.

#### **Your Transition Team**

Matt Roetcisoender, Partner | [mattr@vshcpa.com](mailto:mattr@vshcpa.com)

Kathy Herndon, Partner | [herndon@vshcpa.com](mailto:herndon@vshcpa.com)

Sooraj Sall, Business Advisory Manager | [ssall@vshcpa.com](mailto:ssall@vshcpa.com)

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Only **1**  
out of every  
**4** businesses that  
seeks to exit, sells.

**Up your odds** by  
mitigating buyer/seller  
conflict with **valuation**  
**and advisory support.**



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# STEPS TO EXIT

## BUSINESS VALUATION



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1

SET EXIT  
GOALS AND  
OBJECTIVES

2

QUANTIFY  
AVAILABLE  
RESOURCES

3

FOCUS ON  
BUSINESS  
VALUE

## WHAT IF I?

4

SELL TO A  
THIRD PARTY

5

TRANSFER TO  
INSIDERS

## CONTINGENCY PLANNING

6

PLAN FOR THE  
BUSINESS

7

PLAN FOR  
OWNER'S  
FAMILY

**KNOWING WHAT YOU HAVE TO GET WHAT YOU NEED**



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# **WHAT IS A BUSINESS VALUATION?**

**SIMPLY PUT, it's a report  
detailing the value and drivers  
of your business.**



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# WHY SHOULD YOU GET A BUSINESS VALUATION?

- Crucial step in your transition plan
- Access to capital
- Planning tool to “mind the gap”
- Required to put a valuation on the transfer of the business
- Negotiation tool
- Be prepared and ready for opportunities

**CUT DOWN ON  
BUYER VS. SELLER HEADACHES**

# Milestones in Business Valuations

1

Initial meeting with VSH advisor

2

Financial analysis

Review of trends in revenues, net income, tax returns and financial reports

3

Interview with owner and management

4

Benchmark findings with industry and forecasts

5

Identify opportunities to maximize value



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# Financial Statements & Advisory Services

**Supercharge key value drivers**

- + Key management in place
- + Documented processes
- + Reliable financials



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### **Matt Roetcisoender, CPA, CVA | Partner**

Matt joined the VSH CPAs team in 2017, bringing with him six years of valuable accounting experience. January 2022, he became Partner at VSH. Matt offers business owners a wide range of services including mergers and acquisitions, funding, family transitions, and business valuations. His clients are primarily in the agriculture, manufacturing, construction, and real estate sectors.

A straightforward professional, Matt's clients appreciate his no-nonsense approach. He was inspired to pursue a career in the accounting field by a desire to help people meet their complex tax and financial needs. In addition to his work, Matt is an active member of the professional community. He is involved with numerous accounting and business organizations, including sitting on the board of the Economic Development Alliance of Skagit County. Matt holds a B.A. in Accounting and a Master of Professional Accountancy from Central Washington University .



### **Kathy Herndon, CPA, PFS, MST, CExP | Partner**

Kathy has over 25 years of experience in certified public accounting, and is one of the founding partners of VSH, formerly Varner Sytsma Herndon. Her practice focuses on serving clients who are active in real estate development; manufacturing; food; and tax planning for cross-border transactions including businesses moving into the United States, and U.S. citizens living abroad.

Her clients range from multinational corporations, to new businesses just exploring business opportunities across the border. Each year, Kathy shares her knowledge and expertise of international taxation through various seminars and speaking engagements, for clients and her associates.

Kathy is on the board of the Bellingham Chamber of Commerce and is active in the real estate community. Kathy holds a B.S. from Central Washington in 1989 and a M.S.T. from Golden Gate University

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*From starting your first business to an acquisition, merger, or sale — VSH CPAs seasoned experts will guide and advise you through the process, minimizing stress and maximizing results.*

Business Valuations

Cash Flow Forecasts

Value Enhancement Strategies

Tax Compliance and Corporate Restructuring

Assist with Access to Capital

Risk Mitigation

Organizational Design

Craft Buy/Sell Agreements

Strategic Growth Advisory

And much more...



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# **YOUR PARTNERS IN BUSINESS**



**CERTIFIED PUBLIC  
ACCOUNTANTS**

LISTENING THINKING LEADING

## **Here to help**

**Know your worth | Build your team | Plan for the future**