

VALUATION SERVICES

MorganFranklin Consulting delivers a full range of valuation services to meet the needs of corporations, private equity firms, banks, investors, attorneys, and individuals. Our professionals perform valuations of businesses, business ownership interests, debt and equity securities, and intangible assets for the following purposes:



Industry Expertise

- Business-to-Business (B2B) Services
- Consumer Products & Retail
- Energy
- Financial Services
- Food & Beverage
- Government Contracting
- Health Care
- Lodging, Leisure & Hospitality
- Manufacturing
- Technology
- Telecommunications
- Transportation & Logistics

Our Solutions

Transaction Advisory & Investment Analysis

- Mergers & Acquisitions (M&A)
- Lender Financing Enterprise Valuations
- Transaction Pricing
- Business Modeling & Forecasting

Equity Incentive Plans & Tax

- IRC Section 409A Valuations
- Gift & Estate Tax Valuations

Restructuring Valuation Services

- Bankruptcy & Reorganization
- Fresh-Start Accounting

Financial Reporting & Strategic Planning

- Purchase Price Allocation Intangible Asset Valuations (ASC 805)
- Enterprise & Common Stock Valuations
- Private Equity Portfolio Company Valuations
- Impairment Testing (ASC 350)
- Analysis of Long-Lived Assets (ASC 360)
- Accounting for Stock-Based Compensation (ASC 718)

Knowledgeable Leadership



Gary Korn

Director
Valuation Services

- More than 15 years of experience performing business enterprise and intangible asset valuations for a variety of purposes.
- Chartered Financial Analyst (CFA) designation from the CFA Institute.
- Certification in Distressed Business Valuation (CDBV) from the Association of Insolvency and Restructuring Advisors.
- Graduate of the United States Naval Academy.

“Valuation has become an increasingly sophisticated process that requires a combination of quantitative and qualitative analysis, sound judgment, and integrity. MorganFranklin Consulting provides clients with the experience and expertise required to establish a conclusion that is both reasonable and supportable.”

Past Performance

Transaction Advisory & Investment Analysis

An independent opinion of value can help stakeholders judge the merits of a particular transaction, negotiate the sale of a business, or finance a transaction.

Case Study: Hospitals—Transaction Advisory

- Performed enterprise valuation analysis of two hospitals entering an affiliation agreement in order to help determine the respective asset contributions.

Financial Reporting & Strategic Planning

Valuation plays an increased role as more focus is placed on corporate financial statements.

Case Study: Industrial Equipment Manufacturer—Purchase Price Allocation

- Considered income, markets, and cost approaches in valuing intangible assets.
- Performed valuation of customer relationships, customer contracts, backlogs, non-compete agreements, employment agreements, technical drawings, proprietary processes, trademarks, patents, and license agreements.
- Worked with management and auditors to ensure financial statements were completed in a timely manner.

Equity Incentive Plans & Tax

Tax-related matters are often subject to valuation analysis and opinion. Establishing appropriate discounts can reduce or eliminate the need to pay substantial taxes.

Case Study: Retailers—Grantor Retained Annuity Trust (GRAT) Contribution

- Performed valuation of certain membership interests in the equity of three retail companies.
- Considered discounts related to minority interest and lack of marketability for purposes of estate planning for the owner of those interests.

Restructuring Valuation Services

The complex and divisive nature of restructuring calls for a reasonable and supportable valuation.

Case Study: Restaurant Franchise Locations—Restructuring

- Performed valuation of a limited liability company owning 50 restaurant franchise locations to enable the bank—the largest creditor—to assess the value of its investment.