



**NATIONAL ASSOCIATION OF CERTIFIED VALUATION ANALYSTS**

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**NACVA AND THE IBA'S 2010 ANNUAL CONSULTANTS' CONFERENCE *SESSION SUMMARY***  
**THE FONTAINEBLEAU MIAMI BEACH MIAMI BEACH, FL USA**

**Track:** IBA Symposium

**Session Title:** *Improving the Valuation of Small Companies Using Public Company Data*

**Session Summary:** Provide an overview of the public company method and common misconceptions. Explore how public company information can be used to support market-based valuation methodology for smaller, privately held companies. This session will discuss how to identify comparable companies and how to use supporting information in the income approach and in determining valuation adjustments based on industry trends.

**CPE Hours / Fields of Study:** Two (2) hours / Specialized Knowledge & Applications (SK&A)

**Presenter Bio:**



**Robert C. Schlegel, MCBA, ASA**, is a principal with Houlihan Valuation Advisors, a national firm of valuation and capital consultants. Rob has worked extensively in business appraisal, marital and partnership dissolutions, estate planning, market studies, statistical analysis, forensic accounting, and serving as an expert witness in Federal and Indiana courts.

A frequent author and trainer, his recent publications include articles in *FairShare*, *the Matrimonial Law Monthly*, *the Matrimonial Strategist*, *the Indiana Lawyer*, *the Handbook of Business Valuation*, and *the Personal Property Journal* from the American Society of Appraisers ("ASA"). Rob has addressed many regional and international conventions and led local workshops on corporate finance and building business value, as well as serving as a national instructor for the Institute of Business Appraisers and the ASA.

Rob has received designations as a Master Certified Business Appraiser and Accredited Senior Appraiser plus four technical designations in information systems management.