

So You Want to Be An Expert?

ADAMS
CAPITAL
INC. BUSINESS
VALUATION
SERVICES

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If I had known then what I know now

- I would:
 - Talk to the other side. Make every effort to reach out to the other side – even years later
 - Try to have direct discussions with the opposing appraiser. Frequently we can structure a solution.
 - Have a coach for your expert witness career.
 - Let the facts tell the story with support from market data. Do not start with the story and then fill in the facts.

First be a trusted advisor to:

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- Shareholders
- Investors
- Bankers
- Business Owners
- Board Members
- Accountants
- Attorneys
- Church/Synagogue

Make Your Point

- No more than 3 themes to which all responses lead. Examples include:
 - market-based results
 - professional methodology
 - diligent



MISTAKES

Everyone makes mistakes. For some, they are a way of life. It's probably best to stay away from them.

DIY.DESPAIR.COM

You work for the court

- Your job is to help the Judge reach their conclusion
- Provide your reasoning underlying the process



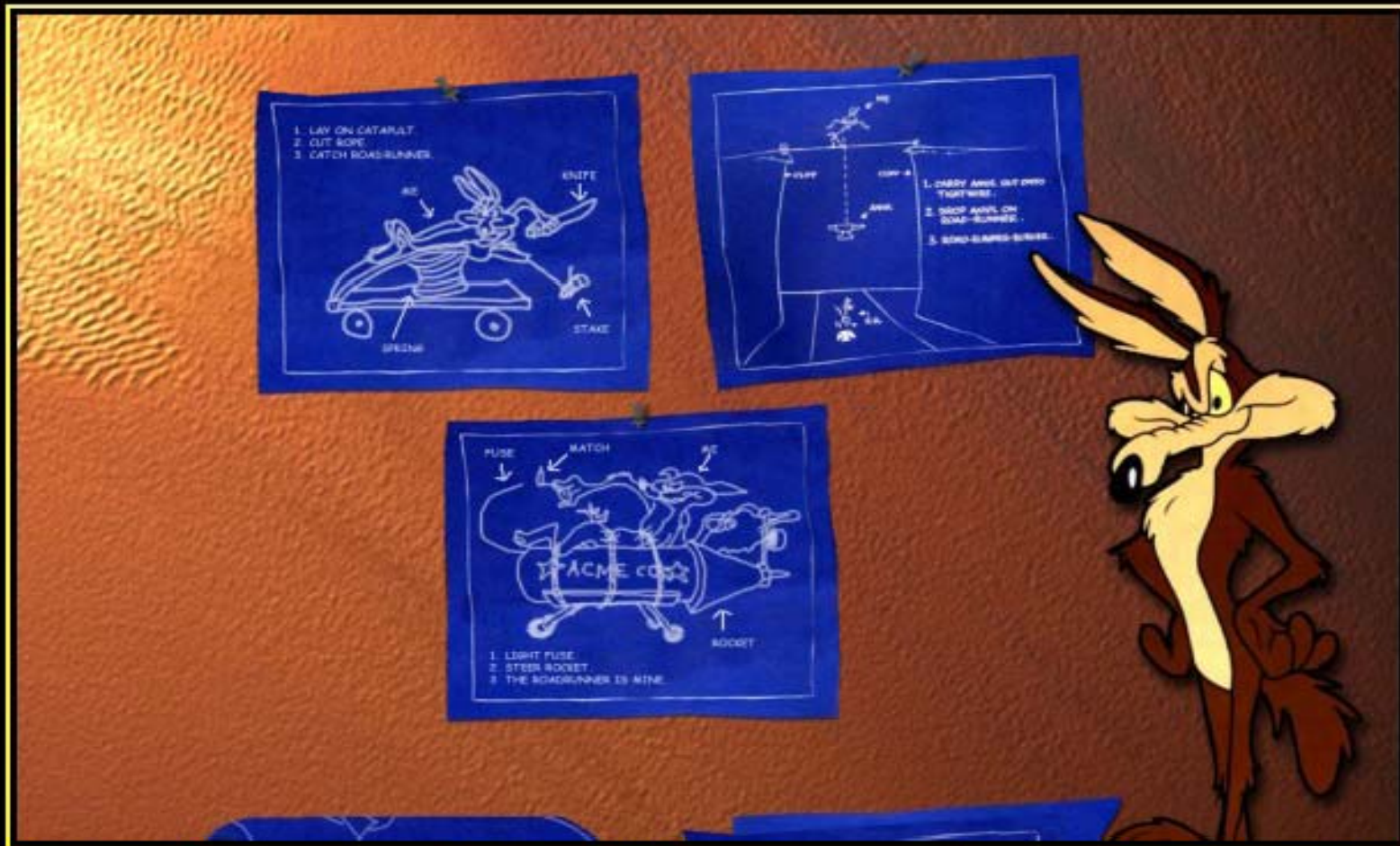
FAIR MARKET VALUE

If appraisers know what everything is worth, why aren't they all gazillionaires?

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Plan

- Demonstrate your plan to solve the problem
- What are your principle theories?
- How did you reach your conclusions
- What methods did you use
- Support your opinion with widely used economic theory
- Show relevance
- Show reliability
- Show logic
- Use common sense



BUSINESS RESEARCH

Sure, good business research helps you make better decisions, but winging it leaves me more Guitar Hero time.

Be selective

- Turn down projects
- Work both sides (in different cases obviously)
 - Taxpayer/IRS
 - Plaintiff/Defendant
 - Company/Shareholder

Thanks!

Questions?

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