

ALTERIS LLC

Business Valuations

Performing valuation and appraisal services is both art and science.

The science is derived from years of study, training and education.

The art comes from professional judgment obtained through extensive experience as both operating managers and valuation consultants.

The best results are obtained from professionals that have a mixture of consulting and operations experience.

Alteris consultants conduct business in the most professional and ethical manner possible.

We are committed to the traditional values surrounding the role of trusted advisor.



The Alteris LLC Team

The Alteris team has conducted thousands of valuations for many purposes – everything from M&A to Intellectual Property to Litigation. The subjects are in the USA and international.

Alteris and a Virginia based affiliate are the valuation advisors to the SBIC division of the SBA.

Gregory Pearl, MBA, MS, AVA, CBA

Mr. Pearl is the President and Managing Consultant of Alteris LLC. He is expert in valuations, finance, business strategy and M&A

Mr. Pearl has extensive management experience at Shure, ACT, Kraft and Arthur Andersen. He is active in community affairs, especially in helping entrepreneurs and supporting education.

He is an Accredited Valuation Analyst (AVA) and a Certified Business Appraiser (CBA). He has a B.S. Finance from the University of Illinois at Urbana and graduate business degrees from the University of Wisconsin and Northwestern University

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Four Steps of Valuation

We offer Four Steps of more detailed and comprehensive Valuations. You can pick the level of valuation that fits your needs.

The Express Valuation

The Express Valuation uses basic industry formula and other metrics. It is ideal for preliminary planning. If you have never valued your company or want a very general “ball park” estimate, the Express Valuation is for you.

The Market Compass

Our Market Compass Report is a more in-depth study based on market comparable transactions in your industry. It is an excellent weather-gauge for smaller companies seeking equity financing or companies trying to determine if the time is right to sell. It can also be used as an Indication of Value for other purposes.

The Valuation Review

The Valuation Review includes more background information in addition to enhanced valuation calculations. It can provide the basis for developing a comprehensive capitalization strategy; determine value for potential M&A targets and other purposes.

The Valuation Analysis

The Valuation Analysis is the gold-standard service. We perform an in-depth valuation analysis of your entire company or an assets value. The Valuation Analysis is recommended when negotiating a sale, performing due diligence on an acquisition, when preparing a PPM, for litigation support, estate and other tax related needs.

Why You Need A Valuation

How many business owners don't know the value of their business? It's likely one of their biggest assets – it is important to understand its current market value.

An Alteris LLC Valuation will:

- Help you determine your true financial position and risk.
- Potentially save you considerable estate and corporate tax expenses.
- Prepare you for negotiations with buyers, sellers, partners, bankers or attorneys.
- Provide a basis for outside equity investments and loans.
- Help you get full value for your business in the event of an ownership change.
- Provide a basis for a buy/sell agreement or key person life insurance.
- Provide critical information needed for financial and strategic planning, performance measurement and timing a change in ownership.
- Perhaps most importantly – give you peace of mind.



Alteris LLC has the technical resources and experience to guide you through the complexities of today's marketplace. As an independent valuator and business appraiser, we can determine the value of your company in total or its individual assets. These assets can include minority interests, securities or intellectual property.

Our team consists of seasoned valuation and operating professionals - experts, who speak the language of your industry or practice; who grasp its nature, subtleties and dynamics; and who understand your unique concerns. We take great pride in our people, our independence and our ability to remain on the cutting edge of issues affecting our clients.

***Price is what you pay.
Value is what you get.***
– Warren Buffett

What to Expect

Alteris always welcomes the opportunity to meet with clients to discuss their valuation needs.

Together we can determine the best Alteris product for you. Alteris will provide a fee quote and the estimated time to complete the work.

You will clearly know the output, purpose, fees and timing. You will know exactly what to expect and how much it will cost.

Alteris will then provide you with a preliminary information request. We may need to visit the company and interview management or ask for additional data.

After we complete the valuation, Alteris can report the findings through a variety of ways including written reports, opinion letters and formal or informal presentations. The client is always has the opportunity to provide appropriate feedback during the final stages of the engagement.

