



**John M. Leask II CPA, LLC.**

*Business Valuation Services*



*Advising Entrepreneurs*



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**Valuation consulting is often needed for:**

- **Preparing Estate and Gift Tax Returns**
- **Succession Planning**
- **Developing Buy/Sell Agreements**
- **Purchasing a Business**
- **Preparing to Sell the Business**
- **Resolving Business Disputes**
- **Allocation of Assets in Divorce**
- **Preparing Prenuptial Agreements**
- **Planning Charitable Contributions**
- **General Business Planning**



**Careful Analysis Often Provides Unexpected Insights to Management**

More than simply attaching numbers to tangible assets, careful consideration is given to each of the three valuation approaches (Market Approach, Income Approach and Asset Approach) before choosing the appropriate method that best fits each valuation's specific purpose. Each report includes a thorough analysis of the subject business and an in-depth comparison to similar-sized businesses of the same type. The analysis includes a comparison to the competition, positioning analysis, customer service strategy, strengths and weaknesses, the future potential for the industry — and intangibles such as years of experience, assembled staff, customer loyalty, trademarks, rights and goodwill.

*The resulting supportable, reasoned, clearly written, documented estimates of value can provide valuable insights resulting in operational improvements and profitability enhancement that can increase the firm's value.*

**Practical Experience**

John M. Leask, II, CPA, CVA, known as Mac, performs between 20 and 50 businesses valuations annually. In addition to preparing the formal reports, he regularly advises on structuring and negotiating buy/sell transactions, performs due care analysis for buyers and offers advice on financing the purchase. He has often provided advice to attorneys during litigation and served as an expert witness.

Mac has extensive experience in the valuation of closely held businesses across a wide range of industries. His knowledge and expertise allow him to select the proper approach and method to fit each valuation's specific purpose — and each client's unique situation. A valuation report prepared by Mac will provide a supportable, persuasive analysis that can withstand challenge.



***John M. Leask II (Mac)***

*Certified Public Accountant (CPA)*

*Certified Valuation Analyst (CVA)*

*President & Managing Member, John M. Leask II CPA, LLC.*

## **Why Choose a Certified Valuation Analyst (CVA)?**

CVA is an elite designation, recognizing advanced knowledge and expertise earned only by a select group of CPAs. The National Association of Certified Valuation Analysts (NACVA) awards this credential only to certified public accountants following rigorous training, testing and the submission of a case study. NACVA then requires ongoing Continuing Professional Education relating to valuations and litigation support.

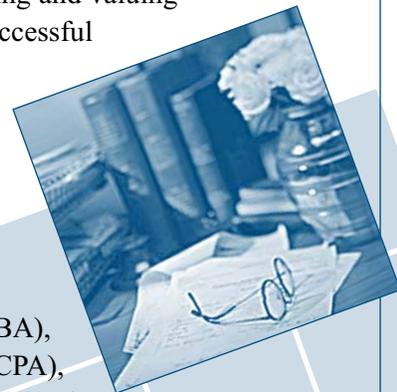
## **About John M. Leask II, CPA, CVA**

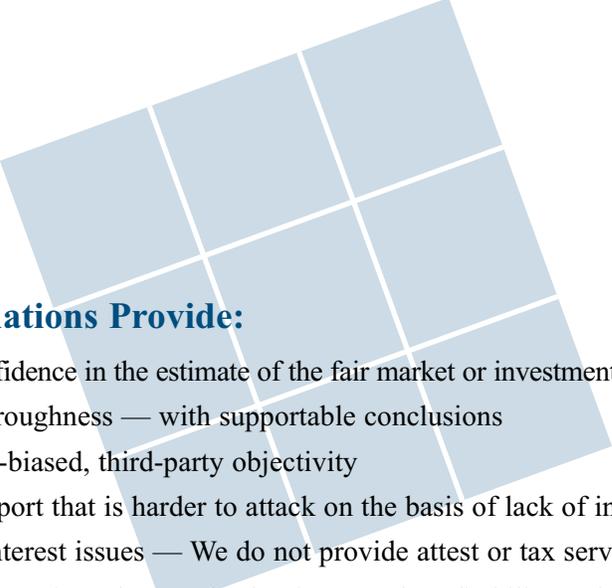
Mac Leask is a Certified Valuation Analyst (CVA) and is licensed to practice as a Certified Public Accountant (CPA) in both Connecticut and New York. He was managing principal of Leask & Leask PC as it grew to be one of the region's most respected accounting firms. While a principal in Leask and Leask, Mac was Director of Audit Services and then Director, Business Consulting and Valuation Services. After the merger of Leask & Leask with BlumShapiro in November 2005, Mac formed John M. Leask II CPA, LLC to continue his concentration in Business Valuation Services — free of the issues now raised by Sarbanes-Oxley.

Because Mac has 30 years of experience in auditing, advising and valuing businesses, as well as 25 years managing and growing a successful accounting firm, he can blend his practical knowledge of business operation with the theory of valuation. He has honed an approach that combines valuation theory with deep practical experience.

A *magna cum laude* graduate of Bryant College, Mac is a member of the National Association of Certified Valuation Analysts (NACVA), the Institute of Business Appraisers (IBA), the American Institute of Certified Public Accountants (AICPA), the Connecticut Society of Certified Public Accountants (CSCPA) and the New York State Society of Certified Public Accountants (NYSSCPA).

Mac has been recognized by the AICPA, the Trustees of the Rotary Foundation, the CSCPA and others for his service to the community. A long-time Rotarian, Mac is actively committed to community service and has held a number of board positions with several local non-profit organizations.





## Our Valuations Provide:

- ◆ Confidence in the estimate of the fair market or investment value of the business
- ◆ Thoroughness — with supportable conclusions
- ◆ Non-biased, third-party objectivity
- ◆ A report that is harder to attack on the basis of lack of independence or conflict of interest issues — We do not provide attest or tax services
- ◆ Observations that can lead to improved profitability and operational enhancement
- ◆ Often unexpected insights leading to a deeper understanding of the business
- ◆ A deeper understanding of operations and competition — to improve profitability
- ◆ Related advise for business planning or litigation support
- ◆ Continuing on-call resource
- ◆ Common sense logical approach
- ◆ Complete confidentiality
- ◆ Dedicated, creative, personalized service
- ◆ Business management and financial expertise
- ◆ Assistance with reorganizations & divestitures
- ◆ Assistance during mergers & acquisitions
- ◆ A solid reputation in the business, legal and professional communities
- ◆ Assurance of professionalism, top credentials, qualifications; adherence to strict ethical standards

## Business Valuation Services For:

- *Business owners*
- *Entrepreneurs*
- *Potential buyers or sellers*
- *Potential or existing partners, members or shareholders*
- *Potential or existing investors*
- *Donors of business interests*
- *Attorneys*
- *Financial planners*
- *Bankers*



## Sarbanes-Oxley Issues

Due to the increasingly restrictive conflict of interest rules resulting from Sarbanes-Oxley regulations, accounting and auditing firms increasingly find the need to separate themselves from a variety of consulting services — including business valuations.

When valuing a business *even the appearance of a conflict of interest can be damaging*. The best way to avoid the appearance of a conflict of interest is to have business valuation services performed by a separate firm that is not providing the client with either audit, review, and compilation (attest) accounting services or tax services.

By forming John M. Leask II CPA, LLC, Mac now can continue to provide business valuation services to clients that he would have found difficult to serve had he remained at an accounting firm that provides attest or tax services.

Clearly, business valuations have been the primary focus of Mac's practice for the past several years. As a separate company not providing attest or tax preparation services, he can perform the same types of valuation services he has in the past — free of real or apparent conflict of interest issues that could arise for clients if he were part of an accounting, auditing or tax accounting firm.



**John M. Leask II CPA, LLC.**

*Business Valuation Services*

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Mac looks beyond the financial statements to take into account variables that include the specifics of a particular industry, managerial strengths and weaknesses, company comparables, and industry concentrations.

*Mac's valuation reports often lead to unexpected business insights.*



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