

Product/Service Matrix					
Level, Type & Purpose					
Level	Certified				
Purpose of Value MPSP-(Most Probable Selling Price)	MPSP Internal Buy/Sell Key Man	MPSP Standard Bank-SBA	MPSP Detailed Gift/Estate	Litigious Divorce Partnership IRS	ESOP
Type (Calc/Conc/Opinion)	Calc	Calc/Conc	As Needed	As Needed	As Needed
Standard of Value	Fair Market	Fair Market	As Needed	As Needed	As Needed
Subject Characteristics					
SDE/Earnings Size	Any	Any	Any	Any	Any
% Ownership	100% Own	100% Own	Any	Any	Any
Look Back Years (Max)	3	5	10	10	10
Look Forward Years (Max)	1	3	10	10	10
Report Parameters					
Analysis Methods					
Asset	Yes	Yes	Yes	Yes	Yes
Market					
Minimum Databases Analyzed	1	2	As Needed	As Needed	As Needed
Income					
Capitalization of Earnings/ Discounted Cash Flow	Cap of E	As Needed	DCF	DCF	DCF
Capitalization of SDE	Yes	Yes	Yes	Yes	Yes
Other			As Needed	As Needed	As Needed
Profiles					
Company Background		Yes	Yes	Yes	Yes
Economic Review		Yes	Yes	Yes	Yes
Industry Review		Yes	Yes	Yes	Yes
Ratios					
Common-Size	Yes	Yes	Yes	Yes	Yes
Industry	Yes	Yes	Yes	Yes	Yes
Performance	Yes	Yes	Yes	Yes	Yes
Company Trends			Yes	Yes	Yes
Support Resources					
Economic Reports		Yes	Yes	Yes	Yes
Industry Report		Yes	Yes	Yes	Yes
Valuation Formulas			Yes	Yes	Yes
Valuation Glossary			Yes	Yes	Yes
Miscellaneous					
Approx Length (Pgs.)	30	50	70+	70+	70+
Printed Color Copy Add'l Fee)	Yes	Yes	Yes	Yes	Yes
Site Visit (Additional Fee)	N/A	Per Request	Per Request	Per Request	Per Request
Pricing					
Standard Fee					
Note					