ERIC WARD, ASA
Principal
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Education
University of Southern California, M.B.A
Loyola Marymount University, B.S., Electrical Engineering

Credentials and Licenses
American Society of Appraisers, *Accredited Senior Appraiser*

Profile

Eric Ward, ASA, is a Principal of AltaView Advisors LLC and is located in the firm's Dallas office. He has extensive experience working with a broad range of businesses ranging in size from small private companies to multi-billion dollar enterprises. He has 15 years of experience in valuation. Eric focuses on providing valuations on behalf of private clients related to estate planning, gift and estate tax, and other corporate matters, as well as advising clients in the context of IRS audits and other controversy matters.

Eric's particular practice areas include tax planning and compliance, financial reporting, corporate and succession planning, and transaction advisory. Within tax planning and compliance, he has significant experience performing valuations for trust and estate matters including valuations of closely held businesses and illiquid securities. Eric's financial reporting experience includes valuations conforming to ASC 350, ASC 360, ASC 718, ASC 805, and ASC 820. He has also performed transaction advisory services and issued fairness opinions and solvency opinions in connection with transactions and recapitalizations.

Eric is well versed in the valuation of businesses at all stages of development and of a variety of security types, including: common equity; preferred equity; convertible debt; distressed debt; fixed income; stock options; complex derivatives; restricted securities; and a variety of structured interests in private equity and hedge funds. Eric has spoken to professional organizations and companies on a diverse set of valuation topics, including pre-sale planning opportunities, valuation of personal goodwill, and discounts for lack of marketability, among other topics.

In addition, Eric has particular expertise in the following areas: privately owned companies across a wide range of industries; pass-through entities (S Corp, LLC, LP); discounts for lack of control and lack of marketability; second-level (or tiered) discounts; pre-sale and pre-IPO planning; personal goodwill valuations and allocations; and intangible assets (trademarks, customer relationships, technology, and non-compete agreements) and goodwill.

Prior to co-founding AltaView, Eric was a Director with Stout Risius Ross, LLC. He was the city leader for Dallas, responsible for the growth of the firm's private client services practice in the region. Prior to Stout, Eric was a Managing Director with FMV Opinions, Inc., where he was responsible for opening the firm's Dallas office and the development of the firm's valuation practice. Eric's early experience included Houlihan Lokey Howard and Zukin's financial advisory practice and the valuation and investment banking practice of Eureka Capital.

Leadership Positions

Board of Governors, Dallas Estate Planning Council (2024-2026)
Board of Governors, North Texas Estate Planning Council (2019-2021; 2025-2026)
Emerging Professionals Committee, Dallas Estate Planning Council (2015-2016)

Controversy Support

- *[Confidential],* 2022-2024
  Provided valuation and consulting services in a civil case involving the value of a regional grocery store chain.
- *Axcss, Inc. v. Curtis Shin, et al.,* 2019
  One of three court ordered appraisers to determine the fair value of an interest in an outdoor products company serving the hospitality industry under California Corporations Code Section 2000.
- *[Confidential],* 2018
  Provided valuation and consulting services to a group of selling shareholders in a construction company.
- *[Confidential],* 2017
  Provided valuation and consulting services on behalf of shareholders of a large winery and spirits producer related to a gift tax audit.
- *[Confidential],* 2017
  Provided valuation and consulting services on behalf of a shareholder of a large beer and wine distributor related to an estate tax audit.
- *[Confidential],* 2017
  Provided valuation and consulting services on behalf of a shareholder of a creator of leadership development training programs related to a gift tax audit.
- *[Confidential],* 2016
  Provided valuation and consulting services on behalf of a shareholder of a medical products company related to a buy-sell agreement and valuation dispute.
- *[Confidential],* 2015
  Provided consulting services on behalf of dairy products company located in Minnesota related to a gift tax audit.
- *[Confidential],* 2013
  Provided valuation and consulting services on behalf of regional grocery store chain located in Minnesota related to a tender offer to its shareholders and a related dispute.

Speaking Engagements

- *"Estate Planner's Guide to Business Valuation," Various Firms, 2024*
- *"Preparing Gift Tax Returns: Collected Views and Perspectives." Panelist. TexasBarCLE's 28th Annual Course: Advanced Estate Planning Strategies: 2022*
- *"Pre-Sale Planning." Estate Planning Council of North Texas: 2022*
- *"Latest Developments in Valuation and Other Estate and Gift Tax Valuation Issues (Webinar)"* East Bay Trusts and Estates Lawyers: 2020
- *"How to Build a Valuable Business (Webinar)."* Advanced Planning Educational Group: 2020
- *"Unique Estate Planning Opportunities and Related Valuation Issues."* Various Firms: 2019
- *"Latest Trends in Business Valuation."* North Texas Estate Planning Council: March 2019
- *"Practical Guide to Personal Goodwill Allocations."* Denton County Bar Association: February 2018
- *"The New § 2704 Regs."* FMV's 9th Annual Sponsored Presentation: September 2016 (co-presenter)
- *"Pre-Deal Planning: The Valuation Discount Key!"* Maxwell Lock & Ritter LLP: July 2016 (co-presenter)
- *"Where are the Courts Headed - Personal Goodwill"* Kelly Hart & Hallman LLP, The Blum Firm, PC, Winstead PC: Various Dates in 2015 (co-presenter)