



**NATIONAL ASSOCIATION OF CERTIFIED VALUATION ANALYSTS**

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**NACVA AND THE IBA'S 2010 ANNUAL CONSULTANTS' CONFERENCE *SESSION SUMMARY***  
**JUNE 2—5, 2010 THE FONTAINEBLEAU MIAMI BEACH MIAMI BEACH, FL USA**

**Track:** Business Valuation

**Session Date / Time:** Thursday, June 3, 2010 / 10:15am – 11:55am

**Session Title:** *Marketability Discounts and Business Valuation Standards*

**Session Summary:** This year I spoke on 'Marketability Discounts: Reconciling Differing Approaches/Methods.' This session would take the previous session to the next level and subject each of the best-known methods for developing marketability discounts to a test of their potential for compliance (or not) with prevailing business valuation standards.

**CPE Hours / Fields of Study:** Two (2) hours / 1 hour Finance (FN), 1 hour Taxes (TX)

**Presenter Bio:**



**Z. Christopher Mercer, ASA, CFA, ABAR,** is founder and chief executive officer of Mercer Capital, which provides business valuation and investment banking services nationally and internationally. Chris began his valuation career in the late 1970s. He has prepared and reviewed hundreds of valuations for purposes including litigation, tax and M&A. He is a prolific author (seven books) and speaks on valuation and business issues for national professional associations and other business and professional groups. Chris currently serves as Chair of the BV Standards Subcommittee for the American Society of Appraisers.