



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: ValueSource Software

Session Date / Time: Saturday, June 5, 2010 / 10:30am – 11:30am **or** 11:40am – 12:40pm

Session Title: *Marketability Discounts: The Next Revolution – The Pluris DLOM Database*

Session Summary: The Pluris DLOM Database takes marketability discounts, a huge new step forward by utilizing the best, most up-to-date deal data available anywhere. The results are a DLOM transaction database more than five times the size of existing solutions. The focus of the presentation will be a discussion of marketability discounts and the Pluris DLOM Database.

- The presentation will include a:
- Discussion of marketability discounts in general;
- Detailed review of the Pluris DLOM Database and how it is different from competing solutions;
- Demonstration of the Pluris DLOM Database; and
- Question and answer session

Upon the conclusion of the presentation participants will be able to:

- Identify why it is appropriate to apply a marketability discount and the factors that impact the applicability and size of the discount;
- Explain the differences between the Pluris DLOM Database and other competing methods for determining marketability discounts;
- Perform a search for marketability discounts of comparable companies in the Pluris DLOM Database;

CPE Hours / Fields of Study: One (1) hour / Specialized Knowledge and Applications (SK&A)

Presenter Bio:



Espen Robak, President of Pluris Valuation Advisors LLC, is a nationally recognized expert on marketability discounts, intellectual property and business valuation, and restricted securities; and a prolific writer on business, valuation, and taxation topics. For more than a decade, Mr. Robak has been responsible for research on business valuation, illiquid (unregistered) warrants, and restricted stock among other areas; and has provided valuation services for estate and gift tax, litigation support, employee stock ownership plans, and other purposes. Mr. Robak has been quoted in The New York Times, The Wall Street Journal, The Financial Times, and Reuters, amongst others.