

The valuation data & research you need...

▶ In **one** affordable subscription package!



Each KeyValueData subscription includes online access to more than a dozen of the key financial, valuation, and industry databases and research sources that every business valuator needs.

LOOK INSIDE to learn more!

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The Leaders in Valuation Data and Research

Introducing the industry's most cost-effective business valuation data & research solution.

KeyValueData™, the leader in business valuation data and research, provides Internet-based access to the most essential valuation resources—all available in convenient and cost-efficient annual subscription packages.

Why choose KeyValueData?

Through its web-based annual subscription packages, KeyValueData has Internet access to thousands of dollars in essential valuation data, research, and tools—all for a single, low annual subscription fee. KeyValueData subscribers enjoy on-demand access to:

- › Industry-leading databases for private company transactions (IBA & BIZCOMPS®)
- › Guideline public company financial data and ratios (using Morningstar data)
- › Private company financial statement benchmark data (IRS Corporate Ratios & RMA Annual Statement Studies™)
- › S-1 filings and other industry and market research
- › Federal and state valuation case law
- › A growing library of must-read valuation articles
- › The industry's leading **monthly** National Economic Report
- › A weekly series of informative best-practices newsletters
- › Access to best-in-class economic, industry, and metro area research
- › And much, much more

KeyValueData's web-based subscription packages are available in three subscription levels, designed to deliver the right amount of data and research to support the unique needs for every practice and budget.



Who needs KeyValueData?

Because valuation standards may require business valuers to research private company transactions, review guideline company data, perform financial statement benchmarks, review valuation cases, perform economic, industry, and metro area market research, KeyValueData is the most cost-effective solution you can find. KeyValuData bundles more than a dozen critical data and research sources—representing thousands of dollars in value if purchased separately—all in a variety of convenient and affordable subscription packages.

KeyValueData databases **do not** download into Express Business Valuation, *Business Valuation Manager Pro* or ValuSource Pro software.

KeyValueData's databases are designed for valuers who use Microsoft® Excel. If you use ValuSource's Express Business Valuation or ValuSource Pro or NACVA's* *Business Valuation Manager Pro*, you need to purchase your databases directly from either ValuSource or NACVA since the databases they sell are designed to download directly into your valuation application.

* National Association of Certified Valuation Analysts

Business Valuation Data

KeyValueData offers one of the widest ranges of essential business valuation data and research in the industry—all in one place. Available as part of highly cost-efficient subscription packages, KeyValueData's business valuation data suite includes web-based access to the largest and most authoritative databases on private company transactions, an extensive guideline public company database, and benchmarking data and ratios for private companies. In addition, each KeyValueData subscription includes a large and growing library of valuation articles, conference presentations, and many other critical resources for business valuers.

BIZCOMPS

Includes
Excel-based
Analyzer

KeyValueData's industry-standard BIZCOMPS® database contains more than 10,000 private and closely held business sales transactions. The BIZCOMPS database includes information on business type and location, date of sale, price and terms of sale, annual gross revenue, asset values, operating ratios, and other key financial variables. Users can search the BIZCOMPS data across a range of criteria,

including SIC code, sales price, date of sale, company size, and business location. Once the desired companies are selected, users can download all of the relevant data with a single click into a Microsoft® Excel file. Subscribers also receive the BIZCOMPS Market Data Analyzer—an Excel template that automatically imports and analyzes selected data.

IBA Market Data

Includes
Excel-based
Analyzer

The Institute of Business Appraisers (IBA) database—the largest and most complete private-company sales transaction database in the industry—is available exclusively from KeyValueData and its partner organizations, without the requirement of an IBA membership. Accessible online for the first time through KeyValueData, IBA Market Data includes more than 33,000 business

comparables of companies that span more than 750 SIC codes. Users can search the database according to a range of criteria, including SIC code, sales price, date of sale, company size, and business location. Once the desired companies are selected, users can download all of the relevant data with a single click into a Microsoft® Excel file. Subscribers also receive the IBA Market Data Analyzer—an Excel template that automatically imports and analyzes selected data.

"IBA Market Data is an indispensable resource for undertaking the market approach to the valuation of privately held businesses."

Guideline Database

Includes
Excel-based
Analyzer

The Guideline Public Company Database provides five years of annual and quarterly public company data. The database is based on Morningstar data, which is the largest and most comprehensive collection of public company data available. **This database alone sells for thousands of dollars from other vendors!** The Guideline Public Company Database contains more than 70 fields, including earnings per share, ROE, P/E ratios, and much more from nearly 8,000 companies traded on major market exchanges. The data is searchable by SIC code, NAICS code, location, revenue range, asset range, revenue growth range, and earnings growth range. Selected data can be exported in a single click into a Microsoft® Excel file. The exclusive Guideline Company Analyzer allows the valuator to automatically analyze the performance of a subject company and compare the results with potentially comparable public companies.



“ We use KeyValueData databases not only because they’re so affordable compared to the proprietary research that costs tens of thousands of dollars, but because they’re so easy to use. The interface is totally intuitive. ”

—J. Richard Claywell, CPA, ABV, CVA, CM&AA, CFFA

► IRS Corporate Ratios

The IRS Corporate Ratios database is the only source of private company financial statement comparative data derived directly from more than five million private company and corporate tax returns collected by the IRS. KeyValueData’s IRS Corporate Ratios database enables valuers to easily access information by selecting data by industry or code, and sorting and viewing data with or without net income categories. In addition, valuers receive access to five years of IRS data, giving them the ability to produce multi-year analyses as well as industry-trend analyses. Selected data also can be exported in a single click into a Microsoft® Excel file.

► RMA Valuation Edition

The RMA Annual Statement Studies™ Valuation Edition database is the most authoritative source of private company financial statement comparative data, derived directly from approximately 250,000 statements of financial institution borrowers and prospects. In addition to the national data contained in the standard RMA Annual Statement Studies database, the Valuation Edition includes enhanced financial ratios, such as regional data, the entire distribution curve (in deciles) for every variable, income statements and balance sheets presented in both dollars and percentages, and industry growth rates. Users of the RMA Annual Statement Studies Valuation Edition database can easily select an industry sector for analysis according to keyword or NAICS code. Data can be viewed by assets, sales, or aggregated historical data. Search results from the RMA database can be exported into Microsoft® Excel.

Save time, save money!

As a subscriber to KeyValueData’s business valuation databases, you’ll save invaluable time and money. You’ll save time because all of the data is available to you in one single, integrated, web-based application. And you’ll save money because you’ll receive access to thousands of dollars of industry-leading data, all for one low subscription price.

Economic & Market Data

National economic research, industry analysis, and local market data are critical components of every valuation engagement—and an essential element of the standard of care that valuers must deliver to their clients. And yet, while such research is a key part of valuers' responsibility, collecting that data is often a very time-consuming process and can greatly increase production costs and reduce an engagement's profitability. KeyValueData helps to solve this problem by offering high-quality, customized, and cost-efficient economic, industry, and local market research options that provide valuation professionals with the accurate and timely data they need in a way that can save significant time, resources, and money—while increasing the utilization rates of valuers and their staffs and the quality of the reports they generate.

National Economic Report

KeyValueData's National Economic Report (NER) is the only monthly economic report in the industry. Each edition of the KeyValueData NER includes a two- to three-page national economic summary that can be dropped directly into valuation reports. The special quarterly edition of the NER also includes an expanded overview of current economic conditions that can be placed in valuation report appendices or exhibits, as well as easy-to-scan, one-page summaries for 48 key economic indicators and historical data for these variables for up to ten years. These summaries are complemented by clear graphs and charts, which add a consistent visual component to the underlying economic data, and which are included in a separate, easy-to-navigate Microsoft® Excel workbook. The NER is written by Kevin R. Hopkins, a former White House economist and senior *Business Week* contributor.

"KeyValueData's National Economic Report is the only monthly economic report in the valuation profession."

Industry & Metro Financial Data

Through its partnership with BizMiner, a leading business research firm, KeyValueData provides valuers with on-demand access to industry and metro area research reports in thousands of different industry and metro area combinations. Available for a nominal additional fee, these reports can be ordered, automatically generated, and downloaded directly from the Internet. Statistical reports include:

- ▶ National and state industry sector sales, market share, and robustness for more than 16,000 pre-defined industry sectors and subsectors
- ▶ Local market evaluations and business vitality studies for the same 16,000-plus industry sectors and subsectors and for nearly 300 U.S. metropolitan areas
- ▶ Demographic and consumption spending reports across industry groups for every major U.S. city and every ZIP Code

Archived Industry & Metro Reports

Beyond providing tools to aid valuers in conducting their own industry and local market research, KeyValueData supplies business valuers with a variety of archived industry and metropolitan area reports in scores of vital industry sectors and major U.S. metro areas—reports valued at several hundred dollars each when originally produced. Available without additional charge to KeyValueData subscribers, these documents can be downloaded directly from the Internet at any time and subsequently used as a launching point for the valuers' own market research analyses. As an added benefit, KeyValueData just added more than 700 archived industry and metro area research packages, including copies of a wide range of relevant research articles, to its archived reports database (available December 2009).

“ KeyValueData’s dozens of resources are easier than ever to access and explore on the new KeyValueData web site. I’m a long-time user, and I am delighted to see the four logical groupings that capture the important areas of concern for anyone doing valuations. ”

—Edward A. Bortnick, CPA, CVA, CFFA

All of your data in one place!

Because KeyValueData’s databases and research resources are available online, they’re always within reach—no matter where you are or what time of day you need them. Plus, they are presented within a single, easy-to-navigate web interface that makes switching among the various databases and research sources fast and easy.

▶ S-1 Filings Database

Another vital source of industry research available through KeyValueData is the database of corporate S-1 (initial public offering) filings with the U.S. Securities and Exchange Commission (SEC). Through KeyValueData’s S-1 Database, valuation professionals can gain access to more than 170,000 SEC S-1 and S-1A filings and can search and filter these filings by FIC code, filing dates, keywords, ZIP Codes, and more. By reviewing relevant S-1 filings, valuers can gain a detailed understanding of the valuation issues that specific companies and industries face, acquire a broad perspective on the subject market, and evaluate competitors in associated industry segments. S-1 filings are also a very useful resource for business valuers who are called upon to serve as expert witnesses.

▶ Custom Research Reports

KeyValueData offers one of the valuation profession’s most sophisticated and responsive custom-research services. For the low fee of \$795 per report, time-pressed business valuers can receive a detailed, information-rich report on virtually any industry sector or segment in nearly any U.S. geographical area. Alternatively, for \$295, valuers can order a less expensive research package that includes an abundance of raw research data organized into general categories, although valuers must take the time to write up the research themselves. For more information, please contact the Director of Custom Research at 719.799.6076 or, by email: research@keyvaluedata.com.

▶ First Research Reports

KeyValueData subscribers have access to in-depth industry research reports from First Research, an industry leader in industry-focused market research. First Research provides more than 700 industry profiles, updated quarterly, that help business valuers to more fully understand critical business issues in industries ranging from construction and real estate to technology and communications. First Research also supplies scores of market research reports covering U.S. states and Canadian provinces. Valuers can use the content of the reports “as is,” or can extract relevant portions for inclusion in their valuation reports. Most reports are available to KeyValueData subscribers for only \$129 each.

Other Valuable Data & Services

The industry-standard databases and research sources discussed on the previous pages would be more than enough to justify a KeyValueData subscription. But subscribers to KeyValueData actually receive much more—a rich array of additional tools and resources that can save valuers time and money and assist them in meeting standards and providing a higher standard of care for all their valuation engagements. To learn more about these additional tools and resources, please read on and for additional details see the “Our Products” pages at www.keyvaluedata.com.

▶ Case Law Data

For valuers who require up-to-date information on court rulings and declarations that affect standards and practices in the valuation profession, or who frequently are called to serve as expert witnesses, there is no better place to turn than KeyValueData. KeyValueData’s Federal Case Law Database includes summaries and full case text for hundreds of key federal court decisions affecting the valuation profession and the determination of business value.

KeyValueData also offers the industry’s only comprehensive state valuation case law database. All cases are easily searchable by keyword, citation, date, or presiding judge. Also, all cases related to *Daubert* challenges can easily be found. KeyValueData’s monthly *Case Law Monitor* further updates valuers on important recent court decisions.


“KeyValueData’s State Valuation Case Law Database is the only comprehensive state case database in the industry.”

▶ Attorneys Marketing Database

KeyValueData’s Business Development Attorneys Database contains contact information for more than 400,000 attorneys compiled from a variety of trusted sources. This proprietary database enables valuers to market directly to both individual practitioners and firms, all of whom rely on the services of valuation professionals. Valuers can easily target attorney listings based on ZIP Code in order to zero in on attorneys who work within specific geographic areas. Valuers also can search the attorneys’ records by any one of 48 different specialties. This highly useful database contains each attorney’s name, physical address, and, if available, phone number, fax number, email address, and web site address.

▶ Valuation Articles Library

KeyValueData’s Valuation Articles Library currently contains nearly 2,000 articles on business valuation, financial forensics, litigation, and related industry topics. Drawn from both general and specialized trade publications, government reports, white papers, and other sources, these articles serve as invaluable reference materials on a wide variety of both valuation-related issues and other related discussions in the financial forensics realm. This vast store of articles, easily searchable and downloadable from the web (most without charge), has no peer within the valuation community in terms of the volume of data that it provides from a single online location.



“ KeyValueData is where I always turn first when working on valuations. It almost always has the information I need, and because there’s such a rich array of related resources on the site, I almost always serendipitously find additional data and insight that helps me give clients tremendous value. ”

—Simone Velasquez-Hoover, CPA, CVA, Certified Mediator

▶ Archived NACVA and IBA Conference Presentations

KeyValueData provides online access to hundreds of presentations delivered to conferences held by NACVA and the IBA. These presentations cover a wide range of general and specific topics of great interest to the professional valuator, and many are supplied in their original presentation format (usually, Microsoft® PowerPoint). Presentations can be searched by title, instructor, date, or keyword and can be immediately downloaded to the user’s computer.

▶ *The Value Examiner and Business Appraisal Practice (BAP)*

KeyValueData has partnered with NACVA and the IBA to provide KeyValueData subscribers with online access to the archives of NACVA’s highly informative bimonthly magazine, *The Value Examiner*® and the IBA’s quarterly magazine *Business Appraisal Practice (BAP)*. These articles address vital valuation profession issues written by top valuation and financial forensics support professionals across the country. Topics covered include valuation theory developments, valuation best practices, valuation industry news, marketing and practice development, valuation case law developments, litigation theory and practice, matrimonial litigation issues, exit planning, determination of enterprise value, fraud and forensic accounting, valuation of intangible and intellectual property, international valuation issues, and much more.

More value for your valuation dollar!

If purchased separately, the data and research included with your KeyValueData subscription would cost several thousand dollars—and would require hundreds of hours to locate and assemble. But all of these vital resources are available from KeyValueData at a single online location—and for one low annual subscription fee. To learn more, please turn the page.

The Subscription Advantage

KeyValueData offers three convenient subscription plans to choose from—power-packed variations that are custom-designed to meet the needs of each individual valuation practice.

These plans include:

Silver Level

Provides a basic level access for those valuers who perform only a few valuations per year and don't need financial statement benchmarking.

Gold Level

Provides more downloads of transaction data and guideline data as well as financial statement benchmarking data.

Platinum Level

Provides unlimited access to all the databases plus access to industry-standard financial statement benchmarking with RMA Valuation Edition.

All KeyValueData Subscription Plans Include Access to:

- › Archived industry and metro area reports
- › Attorneys marketing database*
- › BIZCOMPS*
- › BizMiner industry and metro reports**
- › Case law database
- › Conference presentations database
- › Custom industry and metro area reports**
- › First Research Reports**
- › Guideline Public Company database*
- › IBA Market Data database*
- › IRS Corporate Ratios database*
- › KeyValueData Monitors (weekly newsletters)
- › National Economic Report (monthly)
- › RMA Valuation Edition*
- › S-1 filings database
- › *The Value Examiner* articles
- › Valuation articles library
- › Valuation report templates**

For those databases marked with a star (*), access levels vary according to the subscription plan chosen. Those marked with two stars (**) require payment of a nominal additional fee. For details and pricing, please review the table at the right.

A plan for every practice

	Silver	Gold	Platinum
Attorneys Database*	Addressess, No Emails	Addresses + Emails	Addresses + Emails
BIZCOMPS	7 Downloads/year	7 Downloads/year†	10 Downloads/year†
Guideline Company	7 Downloads/year	Unlimited Downloads	Unlimited Downloads
IBA Market Data	3 Downloads/year	Unlimited Downloads	Unlimited Downloads
IRS Ratios	Not Available	Unlimited Downloads	Unlimited Downloads
RMA Valuation Edition	Not Available	Not Available	Unlimited Downloads
Base Subscription‡	\$345/year	\$645/year	\$1,295/year

* All plans are limited to a cumulative download of 5,000 names per year.

† Unlimited BIZCOMPS is available for Gold and Platinum levels for an additional \$100 per year. IBA Market Data will have download limits of 3 for Silver, 7 for Gold and 10 for Platinum if unlimited BIZCOMPS is purchased.

‡ Prices are subject to change. Subscription fees are nonrefundable.

Subscribe Today!

Subscribing to KeyValueData couldn't be easier. Just visit the KeyValueData web site and click the "Subscribe Now" button in the lower right corner of the screen. Or call us today at **800.246.2488** if you would prefer to subscribe in person. After purchasing your subscription, you can log on to your account almost immediately and begin using KeyValueData's invaluable data and research almost immediately—all from the convenience of the Internet.

KeyValueData
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Colorado Springs, CO 80915

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CALL US FOR A**FREE
sample!**

Save money, save time with Key Value Data's Custom Research Reports

Pressed for time? Don't have the staff to do the basic industry and market research required for your valuation reports? Then you need Key Value Data. Key Value Data's custom research reports can be prepared on almost any industry and geographical combination you need and delivered within less than two weeks—all for a low, one-time fee.

To learn more, see page 7

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Or Call:

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Postal Code (non-U.S.): _____ Country: _____

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Subscription Level: Silver (\$345) Gold (\$645) Platinum (\$1,295)Check # _____ or Credit Card: VISA MasterCard AMEX Discover
Card Number: _____ CCV _____

Name on Card: _____

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Address 2: _____

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Postal Code (non-U.S.): _____ Country: _____

Signature†: _____

* Prices are subject to change. Subscription fees are nonrefundable.

† Your signature will authorize Key Value Data to confirm your registration via e-mail and/or fax and authorize Key Value Data to use either medium for future communication. Key Value Data will not disclose or share this information with third parties to secure confidentiality.