



Personal vs. Entity Goodwill

Thursday June 7, 2012 1:00pm - 2:40pm ET 10:00am - 11:40am PT

Presenters:

R. James Alerding CPA/ABV/CFF, ASA, CVA Alerding Consulting, LLC

Stacy Preston Collins CPA/ABV, CFF Financial Research Associates

Why You Should Attend

Goodwill is the appraiser's oldest friend, most tenacious foil, and the most loyal companion throughout the valuation process. Apart from knowing how to account for it, the appraiser must also know how to apportion it, for it comes in different forms. In this highly-anticipated webinar expert appraisers James Alerding and Stacy Collins discuss the classic considerations in goodwill apportionment. From identifying and assessing goodwill to recognizing how the current economic climate has and will continue to impact this important intangible asset, Alerding and Collins will address what every appraiser needs to know.

Earn 1.5 CE Hours

Pricing for Members/Students:	\$ 180 + applicable provincial taxes
Guests:	\$ 190 + applicable provincial taxes

Registration Deadline - 12:00 AM EST - June 4, 2012

For those that register for the webinar, we will send you an email with the webinar log-in details on June 6, 2012.

As with all BVResources Webinars, this webinar has a U.S. focus