



Bruce R. Horsley CPA, CA, CFI, CFE, CEPA, CBV, CFF

A 1980 CA and 1987 CBV, Bruce first started consulting in Corporate Finance for an international accounting firm in 1979 and has been working full-time in the Business Valuations and Corporate Finance area since 1983.

Bruce has three degrees in Forensic Accounting which are often useful when preparing business valuations.

Bruce has been responsible for managing corporate finance and business valuation practices at the partner level since 1989. As a consultant, Bruce has provided services including business valuations and forensic accounting in support of litigation matters related to shareholder disputes and family law, estate matters and succession planning. Bruce has been involved in numerous successful business sales and purchase transactions and this real world actual experience is used when preparing business valuation reports.

Horsley & Associates Inc.

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SPECIALIZED FINANCIAL ADVISORY SERVICES

Objective, Independent
Services for the Legal and
Accounting Professions,
Corporate Sector,
Entrepreneurial Companies and
Regulatory Organizations

Working with CPA's



As an accredited financial expert, Bruce R. Horsley has 31 years experience as a CBV specialist handling more than 2,600 files in numerous industries and service businesses throughout Ontario, heads the firm. I have a lot of similar business/circumstances experience to know when to look for additional relevant information and to help keep our costs low.

We use our forensic accounting training and experience to dig deep into the facts and market research to often uncover purposely hidden information.

We assisted in marketing business for sale and assisted clients in purchasing businesses and we bring this real world actual experience to bear when preparing theoretical business valuation reports

Our experts have the experience and professional designations in the areas of:

- Business Valuations (CBV)
- Forensic and Investigative Accounting (CFF, CFI, CFE)
- Accounting (CPA, CA)
- Certified Exit Planning Advisor (CEPA)

Share Reorganization/Creditor Proofing

CPA	Valuation Specialist
<ul style="list-style-type: none"> • Tax considerations • Business issues • Obtaining information from files 	<ul style="list-style-type: none"> • Preparation of valuation report • Assessment of minority discount/illiquidity issues

Shareholder Disputes / Family Law

CPA	Valuation Specialist
<ul style="list-style-type: none"> • Potential conflict of interest • Avoid risk if serious problems arise that cause you to lose a long-term client 	<ul style="list-style-type: none"> • Objective trial testimony accepted as expert witness. • Considered knowledgeable, independent party, people more likely to accept • Prepare specialized valuation report

Estate Planning

CPA	Valuation Specialist
<ul style="list-style-type: none"> • Tax considerations • Business issues • Obtaining information from files 	<ul style="list-style-type: none"> • Review of valuation report • Preparation of valuation report • Assessment of minority discount/illiquidity issues

Purchase of a Business

CPA	Valuation Specialist
<ul style="list-style-type: none"> • CPA prepare ROI calculation and due diligence • Business plan and financing valuation reports 	<ul style="list-style-type: none"> • Quick read of reports for quality control • Possible know special financiers criteria • May help get better terms in financing negotiations

Sale of a Business/Planning

CPA	Valuation Specialist
<ul style="list-style-type: none"> • When to retire/sell • Preparing the business for sale 	<ul style="list-style-type: none"> • Preparation of analysis what needs to be done to prepare the business for sale • Two-year end ahead planning exercise • Can add significant value to actual purchase price • Have time to devote to large projects • Know how to market a business for highest price buyer versus any buyer willing to buy the business

KEY ADVANTAGES OF RETAINING HORSLEY & ASSOCIATES

- Clients are assured of senior experience level involvement in their file
- Firm has significant transaction and report writing experience
- Significant expert witness experience in various courts and in settlement conferences
- Firm hourly billing rates are less than Toronto rates of similar size firms
- 31 years experience with a history of court acceptance of reports
- Proven track record for numerous successful business transactions
- Degree of involvement varies according to client needs and preferences
- Firm utilizes its forensic accounting expertise and actual transaction experience to uncover hidden facts/issues