

J.L. PIERSON, ASA

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BUSINESS VALUATION EXPERIENCE

J.L. Pierson & Co. LLC 9/88-11/90 and 6/96 to present: Managing Member.

Extensive business valuation experience for estate planning, gift/estate tax returns, income tax [C to S conversions; IRC Section 409A Private Co. options;] succession planning, arbitration and litigation support, financial reporting and other purposes. Over 260 formal appraisal reports issued over the past decades. Experienced in the valuation of FLPs and Professional Corporations.

Recent reports in the internet, technical consulting, medical, hospitality, equipment leasing, wholesaling, retailing, real estate, law firm, medical, consumer goods, auto retailing, frozen foods, furniture and [many] other light manufacturing industries.

Justification of discounts: Lack-of-Marketability and Lack-of-Control discounts; fractional real estate; real estate partnerships/other vehicles; FLPs and FLLCs through closed-end fund, real estate partnership and *Pluris* restricted stock database and other methodologies.

Transaction Assistance: Fairness Opinions. Solvency opinions. Valuations in the context of bankruptcy.

Shareholders Rights arbitration/litigation support. Matrimonial litigation NY, FL and CT.

Valuation of promissory notes, closely-held or restricted stock, medical practices, ESOP stock, FLP interests, options, lost profit damages.

Intangible valuations: service portfolios, workforce in place, patents, trademarks, other intellectual property.

Fair Value measurements for financial reporting under SFAS/ASC.

FINANCIAL/CORPORATE CREDIT/WORK-OUT BACKGROUND

Conn. Development Authority Rocky Hill, CT 9/93-6/96 SVP & Dir. of Loan Servicing Operations;
Den norske Bank A/S NYC 11/90-8/93 VP Work-Outs; Commercial Bank of Kuwait SAK NYC 3/85-8/88 VP Credit; Irving Leasing Corp. NYC 1/81-3/85 AVP Credit Mgr.; The Fuji Bank and Trust Co. NYC 7/75-1/81 AVP Credit Mgr.; Central Cleveland International Bank NYC 4/74-6/75 Mgr.; Manufacturers Hanover Trust Co. NYC 5/72-4/74.

PUBLICATIONS

"Valuation of Closely-Held Businesses" Chapter 3 in Feder, Rosoff & Friedman, Editors Valuation Strategies in Divorce 5th Edition Frederick, MD: Wolters Kluwer - January 2015.

"Creation of Family Asset Satisfies Non-Tax Reason for FLP Transaction - The Stone Case" Insights & Strategies May 2012 St.Paul, MN: Financial Ink Corp.

"Valuation of Closely-Held Businesses" Chapter 3 in Feder, Rosoff & Tadri, Editors Valuation Strategies in Divorce 2009 Cumulative Supplement to the 4th Edition Frederick, MD: Wolters Kluwer Law & Business Aspen Publishers - January 2010.

"Holman and Gross Cases Clarify Gifts of FLP Interests" Insights & Strategies Dec. 2008 St. Paul, MN: Financial Ink Corp.

"Appraiser Oversight Under Pension Protection Act of '06 & USPAP" Insights & Strategies Nov. 2006.

"Analyze your Business To Reach Your Goals" Fairfield County Business Journal Oct. 17, 2005.

"The Tax Court in *Bongard* Requires a Legitimate and Significant Non-tax Reason to Sustain FLP Discounts" Insights & Strategies May 2005.

"Matrimonial Valuations Can Now Be Improved" A New B.V. Tool Courtesy Standard & Poor's Can Eliminate Much Discount Rate Arguments. Spring 2005, Vol. 37, No. 1, Family Law Review Albany, NY: N.Y. State Bar Association.

SPEAKING ENGAGEMENTS

Fairfield County Bar Association - Probate & Estates Committee "BV Primer for Estate Planning Attorneys" with Michael Clear, Esq. November 19, 2013 Stamford, CT.

ASA Long Island Chapter: "How Valuation Rules are Made in Washington.." March 17, 2005.

Tax Club of Hartford, Inc. "Valuation Discounts for Special Purpose Entities.. Recent Decisions" June 9, 2004.

Wealth Preservation Group, LLC "Ten Areas Where You Probably Need a Business Appraiser to Help Your Client Preserve Wealth" Darien, CT May 14, 2002.

ASA New York Chapter "Valuation Issues in Family Limited Partnerships and LLCs" NY, NY Sept. 24, 2001.

CT Bar Assoc. Family Law Sec. "The Valuation of Professional Practices" New Haven, CT March 9, 1999.

CT Bar Assoc. Continuing Legal Education Seminar Attorneys Facing Retirement Panel Member. "The Valuation of the Law Practice for Retirement Purposes." North Haven, CT April 9, 1999.

CONTINUING EDUCATION

ASA-Healthcare Valuation SIG	Intangible Assets 5/14.
NACVA-CT	Business Valuation Conference 05/12 North Haven, CT [J. Hitchner.] Forensic Analytics 01/13 Conference North Haven, CT [Mark Nigrini.]
Business Valuation Resources	Butler-Pinkerton calculator & FMV LOMD seminars '09 & '10. Misapplications of Standard BV Methods in valuing Physician Practices.
New York State Society of CPAs Business Valuation Conference 2 days 05/09 NYC.	
NYSSCPA/FAE-BVR	Business Valuation Conference 05/10 NYC.
ASA Center for Adv'd Valuation Studies Valuation for Fin. Reporting, Brooklyn, NY 08/06;	Cost of Capital, Kansas City, MO 7/04; FLP Valuation, Chicago, IL 10/01.
American Society of Appraisers	USPAP, Ethics, BV-201, BV-202, BV-203, BV-204, BV-301[Val. for Financial Reporting 11/07.] Fair Value 1/12/10 NYC. ESOP Valuation: A Look at the Advanced Issues [J.Tarbell] 09/13. Determining the Cost of Capital using the IPCPL Method 02/14
The Appraisal Foundation	USPAP'14-15 Hamden, CT 1/13-14/14 [B. Hunter.]
New York City Bar Association/ASA	Divorce Seminar & Mock Trial 03/07.
ASA Chapter 57	Family Limited Partnership Seminar, Milwaukee, WI 11/00.
ASA New York City Chapter	Current Topics in B.V. '97,'98,'99,'00,'01,'02,'03,'04,'05,'06,'07,'14.
ASA Philadelphia Chapter	2011 Business Valuation Seminar, Plymouth Meeting, PA 04/29/11. 2012 Business Valuation Seminar, Plymouth Meeting, PA 04/20/12.
National Center for Employee Ownership ESOP Workshop, Hartford, CT 6/00.	
CT Bar Association	Compact, Sophisticated Estate Planning, North Haven 11/99.

PROFESSIONAL DESIGNATION, MEMBERSHIP & EDUCATION

American Society of Appraisers [ASA] Accredited Senior Appraiser - Business Valuation. Re-accredited thru 09/2018. Former Secretary & Director of the CT chapter.

Estate Planning Council of New York City, Inc. Former Member.

Fairfield County Bar Association: Non-Attorney Member.

Graduate School of Business, Columbia University, NY, NY M.B.A. 10/70.

Institut Commercial / Universite de Nancy, France Diplome d' Ingenieur ICN 6/69.