



axia

VALUATION MADE EASY



Serving Attorneys,
CPAs, Bankers,
their clients,
and Business

What's a business truly **worth**?

Can one actually **engineer** value?

Who **justifies** the valuation?

Axia Valuation LLC
is a **full service**
valuation firm

BUSINESS VALUATION SERVICES

EXPERT WITNESS TESTIMONY

BUSINESS CONSULTING

CALCULATION OF BUSINESS VALUE

Valuation is an important aspect of long-range business planning—particularly for savvy business owners positioning their company for eventual merger or acquisition.

By understanding just what will make a business valuable in the future, management can take steps today to engineer value into their organizations.

SUMMARY VALUATION REPORTS

These reports are essential to well reasoned buy-sell agreements, for business purchases financed by a bank, and when the reader of the report is familiar with basic business valuation concepts. A Summary Report can also prove useful for Exit Strategy planning purposes.

COMPREHENSIVE VALUATION REPORTS

These detailed reports are primarily used for Estate and Gift Tax purposes, and for ESOPs (Employee Stock Ownership Plans).



“When a divorcing spouse owns a business, the **benefit** of presenting an expert valuation almost always **exceeds the cost.**”

BRETT TURNER
SENIOR FAMILY LAW ATTORNEY
NATIONAL LEGAL RESEARCH GROUP

Unbiased
expert valuation
services for attorneys
and their clients

EXPERT WITNESS TESTIMONY

Axia offers a wide variety of litigation services. We provide attorneys and their clients with expert and unbiased service whether we are hired as a consultant in a case, or as an expert witness called to testify in court. Expert witness services include business valuations, damage calculations, loss of earnings calculations, and marital dissolution consulting.

SERVICES FOR LAW FIRMS



Reliable, responsive, independent.
Valuation made easy.

Valuation
is our **sole specialty**.

Let us make it
one of yours.

A reliable valuation
resource for CPAs

ADDING VALUE TO YOUR FIRM

To meet every CPA firm's needs, Axia provides a variety of valuation services— from consulting to comprehensive valuation packages.

Let us bring our two decades of expert valuation experience to your practice.

SERVICES FOR ACCOUNTING FIRMS



Reliable, responsive, independent.
Valuation made easy.

Expert
business valuation
from
valuation specialists

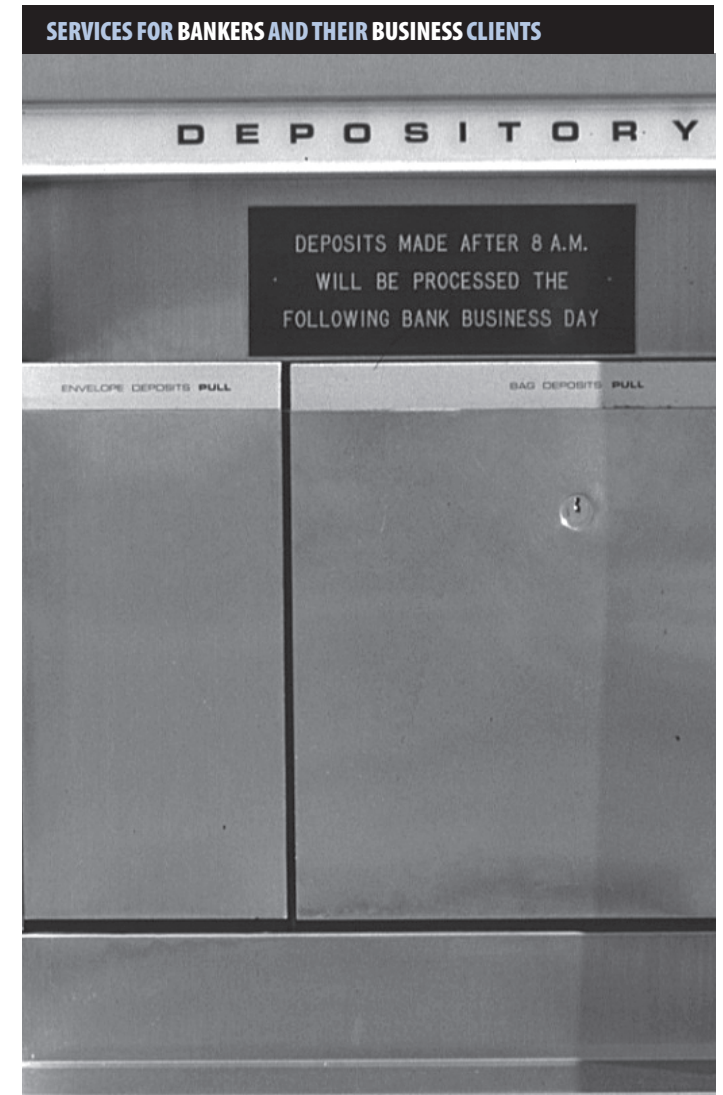
A **variety** of valuation services for businesses and banks

- Business valuations
- Consultation regarding business purchase or sale
- Second opinion of a third-party valuation
- Our services meet and exceed federal SBA requirements

BUSINESS CONSULTING

In addition to valuing businesses, Axia helps businesses achieve their full potential.

Axia works with selected clients to plan and execute business strategies that maximize the profitability and the value of their business.



Reliable, responsive, independent.
Valuation made easy.

“Paul Svendsen does an unprecedented job when it comes to measuring the value of any business. He is truly unique in his field the way he identifies the value of and then orchestrates changes that will further increase business value for the eventual sale.”

JEFF D. JEWETT, APA, APR
PLANNING RESOURCES CORPORATION

“When I refer a client of mine to Paul Svendsen, I have complete confidence and trust that Paul will provide exceptional service and do so in a manner that is responsive to the client’s needs. I have worked closely with Paul on a number of projects and at all times Paul has consistently demonstrated the highest level of professionalism and a genuine concern for his clients. I appreciate Paul’s analysis and communication skills and his ability to get straight to the point. Simply put, Paul is a great person to work with.”

PATRICK J. WIDMER
EDWARDS • WIDMER LLP, ATTORNEYS AT LAW

“Paul is extremely knowledgeable about the companies he values, and the industries in which they operate. He is timely with his reports, and communicates in a way that my clients can understand. His professionalism and attention to detail is truly appreciated.”

JOHNITA CALLAN
CALLAN ACCOUNTING
SERVICES, CPA, LLC

Experience that you can rely upon

PAUL SVENDSEN CVA, CPA, MBA

Axia is headed by Paul Svendsen, an experienced financial professional with expertise in business valuation, corporate taxation, and business strategy.

Paul Svendsen has been a licensed CPA since 1987, and a Certified Valuation Analyst since 2001.

He has taught graduate-level corporate finance, accounting, and business taxation at the University of Phoenix, and Cardean University.

Paul is a member of the American Institute of CPAs, the Oregon Society of CPAs, and the National Association of Certified Valuation Analysts.

He has earned the premier professional designation of Certified Valuation Analyst (CVA). The CVA credential is a statement to the business, professional and legal community that an individual has attained a level of knowledge in Business Valuation that the National Association of Certified Valuation Analysts (NACVA) considers exemplary and worthy of recognition. NACVA is a leading national organization dedicated to training and accrediting CPAs who provide business valuation and litigation support services.



Paul serves on the board of the Central Oregon Chapter of the Oregon Society of CPAs and is the Chapter Vice President.

Prior to running Axia, Paul worked for Grant Thornton, an international accounting firm, and served as Chief Financial Officer for Central Electric Cooperative, an electric utility in Central Oregon.

Paul holds a Bachelor’s degree in accounting and a Master’s in Business Administration, both from Portland State University in Portland, Oregon.



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