Do You Know Your True Business Value?

The IRS may see it differently — and that could cost you.

The question that matters

Most owners believe they know their business's worth. But for tax purposes, the IRS often sees it differently — and that gap can lead to:

- **Increased** tax liability
- IRS **disputes** and **penalties**
- **Lost** opportunities for tax-efficient planning

Why Valuation Matters in Tax

Estate & Gift Taxes
Fair market value determines how much wealth you can transfer tax-efficiently.

Succession & Exit Planning
A defensible valuation protects your transition strategy.

Charitable Contributions
Substantiated values are required to support deductions.

The Hidden Risks of Guesswork

- IRS challenges to informal or unsupported valuations
- Family disputes in estate or ownership transfers
- Missed opportunities for tax-efficient planning

The Answer: A Professional Valuation

With Atherton & Associates, you gain:

- **Independence & Objectivity** – Reports that meet IRS standards
- **Defensibility** – Analyses built to withstand audit or challenge
- **Strategic Insight** – Valuations that drive smarter tax and business decisions

Don't wait for the IRS to ask. Knowing your true business value now gives you more choices — and more control.

Schedule a valuation consultation today.

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