



# Association News

Quarterly Newsletter for the National Association of Certified Valuers and Analysts



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## Practice Development—Fourth Quarter 2013



**Rod Burkert, CPA/ABV, CVA**



**Mel Abraham, CPA, CVA, ABV, ASA, CSP**



### Practice Builder Academy™ is Coming Soon to a Theater Near You!

When we started doing business valuations in the mid-1990s, one of the things we admired most about some of our instructors and colleagues was their competence in making "this work" a full-time gig. It's not that we didn't respect their technical chops—we considered that to be a given. But the ability of these people to have their own BVFLS practices and call their own shots was...Just...Really...Cool. *How did they get there?!*

Yet just a few years later, starting with no practices at all, we somehow clawed our ways into the ranks of the self-employed BVFLS practitioners. But frankly, life was simpler and easier back then.

Fast-forward 15 years to today. Running your own practice is more difficult than ever. There is more competition. Fees are being squeezed. Everyone is scrambling. And instead of invigorating their lives, we see the practices of many of our friends and colleagues draining their time and energy.

That's why we created Practice Builder Academy.

Rolling out in January 2014, Practice Builder Academy will be a membership site unlike any other you've experienced in our industry. It's a live, 12-month coaching and mentoring program for decision-making BVFLS professionals who are able to implement the strategies we will be teaching—strategies you need to build a profitable practice that you'll love coming to and find satisfaction in...however you choose to define that for yourself. If you want to see what we're all about, head over to [www.PracticeBuilderAcademy.com](http://www.PracticeBuilderAcademy.com).

You might wonder why Practice Builder Academy is necessary. The answer is simple. *We have a body of knowledge that teaches us how to do the work, but very little that teaches us how to get the work...or further, how to build businesses around our lives instead of shoehorning our lives in around our practices.*

We want our legacy to be that we did things differently. In fact, we consider ourselves heretics—getting off the traditional practice treadmill and using our firms to create and foster a lifestyle redesign...and choosing our own measures of success. For example, Mel "unplugs" from his firm for a minimum of one week every quarter to travel somewhere exotic with his wife, while Rod runs his practice while living and traveling full time in an RV! And so we have a vision for the future of people who will also dare to be different with us.

So if you are in, or running, a BVFLS practice—but still struggling to make it grow or feeling stuck—Practice Builder Academy is the solution. Here are some of the monthly live modules we'll be presenting, all designed to help you work on your practice, not just in it:

- Using social media to expand your sphere of influence
- Building an online presence with websites and blogging
- Effective networking for new clients and referral sources
- Positioning yourself as an expert with speaking and writing
- Adding clients and services with webinars and teleseminars

We think Practice Builder Academy is a "failproof" way to grow your practice. But "failproof" doesn't mean easy steps that lead to guaranteed results. Each month, you will have to take deliberate action to make real improvements in your practice.

And if you're wondering what you'll get out of Practice Builder Academy, how about this:

- Twelve months of coaching and mentoring by Mel and Rod and a class of your peers
- A private forum to work through solutions and celebrate successes with other members
- Proven tools, templates, and marketing campaigns used by Mel, Rod, and others to build their practices
- Target and market to higher paying clients that value your services
- Lifetime access to all of the archived material

"Today," you have 100% of your life left...what are you going to do with that? How are you going to measure your success? What are you doing to get there?

**If you are interested in finding out more, please join us on either December 9 & 10 or December 12 & 13 for a FREE pre-launch live training webinar. You can reserve your spot now at [www.PracticeBuilderWebinar.com](http://www.PracticeBuilderWebinar.com).**

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*Mel Abraham, CPA, CVA, ABV, ASA, CSP*

*Mel has over two decades of experience as a financial expert, valuation expert, and business and success strategist. He is nationally sought after for consulting and valuation engagements in matters such as family limited partnerships, co-tenant interests, and operating businesses. He has successfully designed his practice and life to allow him time to travel extensively and share life experiences with his wife and family. Mel is also the 2010 recipient of the Thomas R. Porter Lifetime Achievement Award for his character, leadership and achievements, professionally and civically.*

*Rod Burkert, CPA/ABV, CVA*

*Rod is the founder of Burkert Valuation Advisors, LLC, a business valuation and litigation support firm. His assignments focus primarily on income/gift/estate matters, specializing in closely held companies and private investment partnerships. He also provides report review and project consulting services to assist attorneys and other practitioners with their engagements. Rod is leveraging social media to build a mobile valuation consulting practice, allowing him to travel full time in an RV throughout the United States and Canada with his wife and their two dogs.*