principal & director of business valuation services

Curriculum Vitae
last updated 5.3.17

Tim McDaniel, CPA/ABV, ASA, CBA

Professional Designations

- Certified Public Accountant (CPA) – 1985
- Certified Business Appraiser – Institute of Business Appraisers (CBA) – 1993
- Accredited Senior Member of the American Society of Appraisers (ASA) – 1999
- Accredited in Business Valuation – American Institute of CPAs (ABV) – 2008

Academic Degree

Bachelor of Science in Business Administration, Bowling Green State University.

Professional Background

Rea & Associates, Inc. | principal & director of business valuation services, 1999 to present

Tim is the director of the firm's valuation and succession planning practice. He is a recognized leader in the business valuation field with more than 25 years of experience. He prides himself in his ability to use plain English to teach the business owner what the value of their company actually is and how they can meet their long-term succession goals.

He was part of the firm's former merger & acquisition transaction practice, giving him significant real-world experience of advising clients as they buy or sell companies in the valuation process.

In 2013, he released his first book, *Know and Grow the Value of Your Business: An Owner's Guide to Retiring Rich*.

In 2014, he released his second book, *Valuing and Selling Your Business: A Quick Guide to Cashing In.*

His current focus with Rea & Associates is as follows:

Business Valuations. Have prepared more than 2,500 business valuations for estate and gift tax, litigation, ESOP, FASB related and merger and acquisition purposes. Valuations have been in a wide variety of industries, and his focus has been in service, manufacturing, distribution and medical practices.

Have instructed on valuation topics for the American Institute of CPAs and the Ohio Society of CPAs, as well as the Ohio Bar Association and the Columbus Bar Association. Have published articles on valuation topics in nationally recognized publications, such as Tax Strategies and Valuation Strategies. Have testified as an expert witness in more than a dozen cases. Also provides mediation services for valuation issues.

Succession Planning. Assists business owners prepare exit strategies that meet their goals and the economic realities of their current situation. Experienced with facilitating planning sessions, preparing comprehensive strategic and succession plans and monitoring the progress of the plan. Also acts as an advisor in merger and acquisition transactions.

Norman, Jones, Enlow & Co. | senior manager, 1991 to 1999

Performed similar services to those with Rea & Associates.

Battelle Memorial Institute | securities analyst, senior auditor, corporate accounting supervisor, 1985 to 1991

As securities analyst, recommended purchases and sales of stocks and bonds for pension and endowment portfolios.

As senior auditor, performed and supervised financial and operational audits and consulting services for the Institute. Specific areas of concentration included: European and subsidiary operations, benefits plans and investments.

tim.mcdaniel@reacpa.com | 614.889.8725
5775 Perimeter Dr., Suite 200 | Dublin, Ohio 43017

Rea & associates
a brighter way

KPMG Peat Marwick | senior accountant, 1982 to 1985

Performed financial audits for commercial, insurance and financial institution clients. Analyzed and evaluated internal controls, prepared financial statements and provided recommendations to improve operations and controls. Supervised, trained and evaluated personnel on audit engagements.

Community & Professional Affiliations

Leader in various business, service and charitable organizations. Some current and past memberships include:

- The Breathing Association (Trustee, 2009-2012)
- Conway Family Business Center (Advisor)
- Business First Advisory Board Exchange (Advisory Board Member)
- Urban Concern (Capital Campaign Committee)
- Ohio Northern University (FAAS Board Member)
- Lifepoint
- Westerville Rotary Club (2002 – 2005)
- International Friendships (Past Board Member)

Selected Seminars & Presentations

"How to Help Your Clients Leave a Business On Their Own Terms," Sageworks Webinar, December 1, 2016.

"Treating an Ownership Like an Investment," Cincinnati Accounting Show Conference, September 20, 2016.

"Maximizing Your Company Value in Uncertain Economic Times," National Groundwater Convention, December 2015.

"Why It's Important for Manufacturers to Treat Their Business Like an Investment," Rain Maker Alliance Super Conference, Orlando, Florida, May 2014.

"Know and Grow Your Business Value." National Ground Water Association Annual Meeting, Nashville, Tennessee, December 2013.

"Critical Tax and Valuation Issue in Mergers and Acquisition Transactions." Ohio State Bar Association Annual Convention, Cleveland, Ohio, May 2013.

"Exit Planning: What Will Your Legacy Be?" Columbus Growth Club, September 17, 2010.

"My Most Memorable Valuation Assignments During the Past 20 Years." Ohio Northern University, April 15, 2010.

"How to Excel In a Consulting Career at a CPA Firm." Bowling Green State University, November 12, 2009.

"Horror Stories about Valuation Issues in Buy-Sell Agreements and How to Avoid Them." Rea & Associates CPE Retreat, Aurora Ohio, October 19, 2009.

"Exit on Purpose Seminar." Westfield Center, Ohio, May 20, 2009.

"How to Value Your Business." Conway Business Center, May 17, 2007.

"How to Get Your Clients 10 – 100 Times Earnings for Their Business." Ohio Bar Association, September 11, 2007.

"Business Divorce." Ohio Bar Association, April 9, 2004.

"Buying and Selling Mom and Pop Business in Ohio." National Business Institute, December 2003.

"Timing is Everything When Selling a Business." Millersburg, Ohio, February 9, 2002.

Selected Publications

Valuing and Selling Your Business: A Quick Guide to Cashing In, published by Apress, 2014.

Know and Grow the Value of Your Business: An Owner's Guide to Retiring Rich, published by Apress, 2013.

"Know Before You Grow," Smart Business, May 2013.

"Transfer Business Stock Before 2013 and Reap Big Benefits," CPA Voice, October 2011.

"Treating a Business Like a Portfolio: How to Maximize Return on Investment," Columbus C.E.O., November 2010.

"Succession Planning is Especially Important for Family-Owned Businesses." Facts & Figures, Rea & Associates newsletter, May 13, 2009.

"Now Is Your Best Opportunity to Transfer Wealth." Facts & Figures, Rea & Associates newsletter, October 29, 2008.

"Save Thousands on Your Business Valuation." Facts & Figures, Rea & Associates newsletter, August 13, 2008.

"Blood Ties Can Bind How Family Businesses Are Run." Business First Columbus, November 2, 2007.

"How Valid is Your Buy-Sell Agreement?" Facts & Figures, Rea & Associates newsletter, July 18, 2007.

"Transitioning Your Company to a New Leader." The Rea Report, Summer 2006.

"Succession Planning: A Much Needed Service to Provide Clients." IBBA Newsletter, Fall 2005.

"10 Commandments of Selling a Privately Held Business." American Venture Magazine, Fall 2005.

"Business valuators must 'dig behind the hype." Business First Columbus, September 15, 2000.

"Intangible Assets May be Owned By Individual Shareholders." Valuation Strategies, January/February 1999.

"Tangible tax savings from shareholder owning intangibles." Practical Tax Strategies, 1998.