



## **Matthew B. Cassedy, MBA, CBA, CVA, CMEA, MAFF**

7272 E. Indian School Road, Suite 540 • Scottsdale, Arizona 85251

480.857.7449 • E-mail: [Matt@AnalyticBusinessAppraisers.com](mailto:Matt@AnalyticBusinessAppraisers.com) • [www.AnalyticBusinessAppraisers.com](http://www.AnalyticBusinessAppraisers.com)

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Matthew has experience as a business appraiser and litigation support with over 10 years of valuation and financial forensic experience. He is President of Analytic Business Appraisers, LLC which is a valuation and litigation support firm that supports attorneys and their clients with fraud investigations and forensic business valuation. He has provided expert witness testimony in Maricopa County Superior Court and the U.S. Bankruptcy Court, District of Arizona. Matthew also consults for ValuSource Corporation providing technical appraisal support to their CPA and business appraisal clients. He is the current treasurer for the State Chapter of the Arizona Business Brokers Association. Matthew is a credentialed member of 3 of the nation's premier forensic accounting and business valuation certifying associations, the Institute of Business Appraisal (IBA), the National Association of Certified Valuators and Analysts (NACVA), as well as the NEBB Institute, where he is certified to appraise machinery and equipment. He earned his MBA from the Monterey Institute of International Studies and graduated from Chapman University with his BS in Business, with minors both in Accounting and Finance.

### **Expert Testimony:**

- Maricopa County Superior Court
- Federal Bankruptcy Court District of Arizona

### **EXPERIENCE:**

- **(2012 to Present) President, Analytic Business Appraisers, LLC, [www.AnalyticBusinessAppraisers.com](http://www.AnalyticBusinessAppraisers.com) a Business and Machinery/Equipment Appraisal Firm located in Chandler, AZ**

Matthew is a Master Analyst in Financial forensics (MAFF) and a Certified Valuation Analyst (CVA) with the National Association of Certified Valuators and Analysts [www.nacva.org](http://www.nacva.org). He is also a Certified Business Appraiser (CBA) with accreditation from the Institute of Business Appraisers [www.go\\_iba.org](http://www.go_iba.org), a Certified Machinery and Equipment Appraiser (CMEA) certified through [www.nebbinstitute.org](http://www.nebbinstitute.org).

Expertise in the following areas (list not all inclusive):

- Litigation support
- Forensic investigations of missing funds
- Partnership dispute valuations
- Wholly-Owned and Minority Business Valuations
- Machinery and Equipment Appraisals
- Estate Planning Valuations
- IRS Gift Valuations



- **(March 2015 to Present) Technical Consultant and Trainer, ValuSource Corporation, [www.valusource.com](http://www.valusource.com)**  
Matthew provides technical consulting on valuation methods and procedures using the ValuSource platform. He also conducts training for appraisers interested in expanding their knowledge in the field of appraisal.
- **(2003 to 2012) President and Business Broker, Cassedy & Associates, LLC**
  - Specializing in small business Valuation and brokerage in California and Arizona
- **(2000 to 2003 part-time) Assistant Professor, Hartnell College, Salinas, CA**
  - Taught Business Management in Spanish to Spanish-only speaking students.
  - Taught a basic business plan-writing course in Spanish to Spanish-only speaking students.
  - Taught Principles of Accounting
  - Taught Advanced Placement in Small Business Management to North Monterey County High School students.
- **(1998 to 2000) Position: Special research projects in business and entrepreneurial studies, Monterey Institute of International Studies, Monterey, CA**
  - Tutored students on business plan writing as a graduate student working to complete his MBA, assisted the business department's entrepreneurial department head. This included Excel© spreadsheet modeling and PowerPoint© presentations. This position also required extensive work with outside companies writing their business plan for a new business venture or business expansion.

#### **EDUCATION:**

- **(1998 to 2000) MBA, Monterey Institute of International Studies, Monterey, CA**
  - Specialization in Entrepreneurial Studies
  - Speaks Spanish Fluently
- **(April – August 1999) Tecnológico de Monterrey Querétaro, Mexico**
  - Studied Spanish and Latin American Business as part of the MBA curriculum
- **(1978-1984) B.S., Business, Chapman University, Orange, CA**
  - Emphasis in Finance, Accounting and Real Estate

#### **PROFESSIONAL CERTIFICATIONS:**

- Certified Business Appraiser, CBA, The Institute of Business Appraisers
- Certified Valuation Analyst, CVA, National Association of Certified Valuators and Analysts
- Master Analyst in Financial Forensics, MAFF, National Association of Certified Valuators and Analysts
- Certified Machinery / Equipment Appraiser, CMEA, NEBB Institute



### **APPRAISAL AND BUSINESS BROKERAGE EDUCATION:**

- 40 hour Financial Forensic course MAFF - December 2017
- 15 hour USPAP Continuing Education - May 2016
- Pass-Through Entities: Lessons from the Literature and its application to private companies (June 2015)
- Valuing Complex Financial Instruments – Monte Carlo Simulation and Lattice Models (June 2015)
- Valuing Complex Debt and Equity Structures (June 2015)
- Valuing Business Securities and Intangible Assets for Bankruptcy Purposes (June 2015)
- Unlocking Private Company Wealth - A Tutorial for Business Advisers (February 2015)
- Valuing Law Firms (November, 2014)
- USPAP Appraisals and SSVS1 Valuations and Calculations in Litigation (October, 2014)
- Valuation of Hotels (January, 2014)
- Valuation of Equity Securities of Privately Held Companies (January, 2014)
- Valuing synergies (November 2013)
- Goodwill in Physician Practice Valuations (November, 2013)
- Valuation of Medical Marijuana (November, 2013)
- Reasonable compensation in marital dissolution (October, 2013)
- Advanced 4 hour Workshop on Estate & Gift Valuations for the IRS (October, 2013)
- Lost Profits in Early Stage Companies; A Business Damages Overview (October, 2013)
- Valuing Goodwill in Divorce, (September, 2013)
- Valuing Real Estate Holding Companies: What to do when Real Property is the Business (September 2013)
- What a long strange trip it has been. A study in the valuation of S -Corporations (September 2013)
- Double Dipping: Income, Assets, and Double Counting in Divorce. (September 2013)
- Business Valuation Course Series 300 (International Society of Business Analysts, Phoenix, November, 9,10,11, 2011)
- Winning through Regression Analysis (San Diego Consultants Conference June 2011)
- Value Maps- A guide to value enhancement- (San Diego Consultants Conference June 2011)
- A Single Fair Value (San Diego Consultants Conference June 2011)
- Private Cost of Capital (San Diego Consultants Conference June 2011)
- The New Economy and what it means to Small Business in the U.S. (San Diego Consultants Conference June 2011)
- The Market Approach-Ways to tame the beast (San Diego Consultants Conference June 2011)
- Intangible Asset Valuation and Fair Value Accounting (San Diego Consultants Conference June 2011)
- Equity Risk Premium: Measuring the ERP in the continuing distress economy (San Diego Consultants Conference June 2011)
- Does Firm Size Matter? (San Diego Consultants Conference June 2011)
- Current Updates in Valuation- Case Law Updates (San Diego Consultants Conference June 2011)
- Current Updates in Valuation- Industry Standards: Ready to Protect and Serve (San Diego Consultants Conference June 2011)
- Normalizing Financial Statements- Normal or Not- factors to consider (San Diego Consultants Conference June 2011)
- A perspective on Discounts (San Diego Consultants Conference June 2011)



- The Heat is on, a Cost of Capital Pressure Cooker (San Diego Consultants Conference June 2011)
- Business Valuations for SBA loan purposes (IBA C.E. May 2011)
- DLOM and Dalbert: The Issue of Redundancy
- Business Valuation and Tax Conference, University of San Diego School of Law
- 8002A Essentials in Business Appraisal Workshop (4 day course)
- 8002B Essentials in Business Appraisal Workshop (4 day course)
- 1010 Report Writing Course (2 day course)
- 1006 Preparation for the CBA exam (2 day course)
- Successfully Completed AIBA and CBA Written Examination
- Working With Business Sellers (AZBBA CE)
- Pricing The Business (AZBBA CE)
- Changing SBA and Appraisal Requirements (AZBBA CE)
- Contracts for Business Brokers (AZBBA CE)
- Business Brokerage Management (AZBBA CE)
- Managing the Transaction (AZBBA CE)
- Legal Issues for Business Brokers (AZBBA CE)
- SBA Changes & Business Financing (AZBBA CE)
- Recasting Financial Statements for Main Street Businesses (AZBBA CE)