




Terry G. Whitehead

CPA, ASA, ABV

terryw@moronesanalytics.com

210-725-8646 

BUSINESS VALUATION

LOST PROFITS DAMAGES

Terry brings 25+ years of experience providing business valuations, financial analysis, and lost profits damage analysis for businesses and individuals covering a broad range of industries.

His skillset is focused on the valuation of business entities (primarily related to ownership interests in privately held companies) covering a multitude of industries and sizes. His experience also includes fair value analysis of intangible assets for financial reporting purposes and valuations for ESOP-related purposes. Terry also brings extensive experience determining financial damages, including lost profits in various types of litigation cases, and performing blockage discount analysis of publicly traded securities.

Terry has previously conducted business valuation and financial advisory services for a national valuation firm for nearly 20 years. Additionally, he served as the director of valuation services providing business valuation and litigation support services for a regional accounting and consulting firm in San Antonio, Texas for six years.

Prior to his business valuation career, Terry spent four years as a certified public accountant (CPA) with a local public accounting firm in Portland, Oregon. As a CPA, Terry provided tax and audit services for individuals, small and medium-sized businesses, and company profit-sharing and retirement plans.

Professional Credentials & Education

- Certified Public Accountant (CPA), Oregon
- Accredited Senior Appraiser (ASA)
- Accredited in Business Valuation (ABV), American Institute of Certified Public Accountants
- Bachelor of Science, Business Administration with accounting emphasis, *magna cum laude*, Warner Pacific College

Professional Associations

- American Institute of Certified Public Accountants
- Oregon Society of Certified Public Accountants
- American Society of Appraisers

Expertise Includes Valuation Related to:

- Gift and estate tax planning and reporting valuations
- ESOP employer stock valuations and transaction fairness valuations
- Family limited partnerships
- Real estate holding companies
- Acquisition fair value purchase price allocations
- Intangible asset valuations for fair value financial reporting purposes
- Appraisal review
- Damages analysis for litigation
- Valuation in shareholder disputes
- Buy-sell agreement implementation
- Pre-acquisition review
- Merger equity allocation analysis
- Blockage discounts
- Forensic accounting and consulting

Selected Business Valuations and Engagements:

- Grocery store industry participants, up to \$30.0 billion revenue
- Food service distributor, \$1.2 billion revenue
- Regional logistics services company, \$650 million revenue
- Commercial construction contractor, \$200 million revenue
- Manufacturer and installer of curtain wall systems, \$150 million revenue
- Fuel and propane distributor, \$140 million revenue
- Trade name for a smoked meats processor and distributor, \$100 million revenue
- Customer relationships for a fuel and lubricants distributor, \$90 million revenue
- Owner of multiple franchised restaurants, \$90 million revenue
- Wholesale distributor of janitorial, packaging, office, laundry, equipment and supplies, \$75 million revenue
- Mortgage brokerage business, \$70 million revenue
- Trade name for retail distribution of fuel and burner services, \$50 million revenue
- Trucking and transportation company, \$30 million revenue
- Owner/operator of hair salons, \$15 million revenue
- Patented technology for an oil & gas industry participant, \$10 million revenue
- Machine shop, \$5 million revenue
- Restaurants, \$1 million revenue and above
- Purchase price allocation analysis for a start-up food delivery and all-purpose courier services company
- Noncontrolling interests in multi-entity, multi-tiered, real estate holding companies