

# Value Modelling



Value Models generate the same forecast financial statements as most standard accounting models but focus on the equity value implications for business owners. In the current economic climate, profit projections alone do not always give sufficient information to assess the opportunities and threats to shareholder value.

A bespoke Value Model, designed and built to recognise individual capital structures and company specific risks, endeavours to give owners the information they require to meet the increasing challenges of the current volatile debt and private equity markets.

“Value Modelling is for owners that demand the best information to protect, create and realise their equity value.”

## Value Modelling Objectives

### 1. Better Support for Executive Managers

The application of a Value Model will allow managers to test numerous growth scenarios in refining the optimal value creation strategy for their business.

### 2. Quicker and Cheaper Access to Capital

The output from a Value Model will provide the forecast financial statements and returns analysis required to support a financing or realisation proposition.

### 3. Improved Board, Investor and Lender Reporting

The ongoing use of a Value Model to measure the implications of actual versus budget performance will deliver more relevant information to all stakeholders.

## Quality Support

Reference Point Advisory is passionate about supporting owners protect and enhance the value of their businesses. Our objective is to empower our clients with the quality information necessary to make and measure better strategic decisions, specifically to support a corporate financing event.

Alan Watt and Sarah Fraser deliver the services. They have the powerful combination of commercial, technical and corporate finance expertise necessary to prepare high quality, bespoke models. Both are committed to long-term business relationships and remain available to support clients' transactional activity when required.

For more detail contact:

Alan Watt  
Director

Reference Point Advisory  
14 South Trinity Road  
Edinburgh EH5 3NR

D: 0131 551 5840

M: 07823 773 708

E: [alan@reference-point.co.uk](mailto:alan@reference-point.co.uk)