

FP Transitions

Providing Comprehensive Valuation Services

The process of having your practice valued is the starting point for owners to manage their equity and build a business of enduring and transferable value. Owners, and prospective owners/buyers, need to accurately assess the value and understand drivers of value in order to optimize growth, profitability, and value.



With over two decades of experience in the wealth management space, FP Transitions undertakes a full-service concierge approach to help independent financial advisors build, value, benchmark, and grow their financial service businesses. “We are more than just a valuation firm; we are a full-service consulting company that coaches—specifically independent business owner in the financial advice industry—about the value of their businesses and the key performance indicators that drive value. This enables clients to make tactical decisions to control their growth and influence their

evaluation results,” says Ryan Grau, VP of Business Valuation Services, FP Transitions.



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FP Transitions’ services are tailor-made to aid owners considering mergers, acquisitions, or succession planning. Their valuations rely on their database of businesses they have valued and help the transition. The detail in their database is unparalleled, containing over 300 common comparable data points to provide an unbiased, defensible estimate of value grounded to current market activity and pricing. Since 1999, thousands of business owners have relied on FP Transitions’ valuation, benchmarking, and consulting services to build value and successfully transition their business or bring key stakeholders into the ownership circle. FP Transitions’ is commonly referred to as the Kelley Blue Book® for valuing financial service practices.

FP Transitions begins with understanding clients’ purpose before

prescribing a valuation approach or even entertaining the conversation about valuation multiples. “Once we understand the purpose and what is being sold, a book of business or rights to cash flows, a controlling or fractional interest, assets or stock, we can accurately determine which valuation approaches to use, a market approach or income approach. In our analysis, we analyze a broad range of key performance indicators, which we separate into three indexes, Market-Demand, Cash Flow Quality, and Transition Risk. These key indicators are used to determine a fair value adjusted for the unique risks and opportunities present in every practice we value,” Grau mentions.

Apart from valuation services, FP Transitions also offers transaction support for both assets and stock-based transactions, merger services, compensation design services including synthetic equity, and services to help owners and CFOs assess their performance relative to their peers through their Equity Management System.

Behind the continuous success of FP Transitions lies the 55 professionals from multiple disciplines. They work around the clock to understand clients’ demands and design a custom-tailored strategy to get them to their desired outcome. Supporting such an efficient team, the company has built its own suite of online tools to engage with clients. “We have created an interactive online platform where clients can provide information for their custom valuation and benchmarking reports and directly consult with us to develop a business plan and project charter to address areas of the business that most impact to value,” Grau concludes. **CT**

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