

FOR IMMEDIATE RELEASE

November 8, 2023

IBVA PROS UNVEILS EXCITING NEW BRAND IDENTITY

CASTLE ROCK, COLORADO – Allen Harvey and Mike Dougan, with IBVA Pros (a premier business valuation company), are thrilled to announce a significant milestone in the development of their business valuation practice with the launch of a fresh and innovative trade name and brand identity - **VALUE PROPOSITIONS™**.

The rebrand reflects our commitment to the business valuation industry and providing superior, experienced, and competent qualified business valuation services at a great value to our clients.

What's in a name? **VALUE PROPOSITIONS™**

VALUE: verb - “estimating the monetary worth of [a business]”

PROPOSITIONS: noun - “a statement or assertion that expresses a judgment or opinion”

This represents what we do - our passion and sole focus. We have no other practice area, business valuation is all we do. Through rigorous analysis, proprietary techniques, exhaustive research, extensive professional experience, and adherence to our industry's professional standards, we determine and express opinions of business value for all types of purposes, including: Buy/Sell, M&A, Estate Tax and Estate Planning, Gift Tax and Gifting, Marital Dissolution, Shareholder/Owner Litigation/Dispute, Ownership Transition and Employee Ownership, SBA Loans, etc. In short, we determine business value, but we also add value.

KEY ELEMENTS OF THE REBRAND INCLUDE:

1. A New Logo: Our updated logo is a modern and minimalist interpretation of our commitment to excellence, innovation, and customer-focused solutions.



VALUE PROPOSITIONS
VALUATION EXPERTS

Both the green and dark blue convey competence and professionalism, while the green wave in the P illustrates the common and typical 3-stage business cycle of a company. Green also conveys the longterm growth and renewal of many of the company's we work with. This new visual identity introduces new visual elements, including colors, fonts, and design elements, embody our fresh approach to our industry. Our tag line is the same - VALUATION EXPERTS.

2. Our Online Presence: Our website has been updated to reflect the rebranding and to create an informative and interactive experience for our clients and partners. Our new URL is:

www.value-propositions.com

For your convenience, we can still be found at our old URL (www.ibvapro.com), which points to our updated website.

3. Contacts: Our mailing address remains the same (4833 Front St, Unit B226, Castle Rock, CO 80104-7901). We can be reached at our respective phone numbers and emails, but we are adding new email addresses to our contacts.

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The rebranding effort is a culmination of several years of thought and research, with a deep understanding of the business valuation industry. With this transformation, we aim to better communicate what we do and who we are. The rebrand is an exciting journey towards the future, and we are grateful to our loyal clients, gatekeepers and partners who have been part of our story. We look forward to continuing to serve you with the same dedication and expertise, but with a refreshed approach.

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