

QUALIFICATIONS OF VALUATOR

James A. Lisi is owner of Santa Barbara Valuations Inc. and a managing director of The Mentor Group Inc. His expertise spans valuation of businesses, real property partnerships, intellectual property, brands, cryptocurrency and equipment. A Certified Valuation Analyst (CVA), he has served clients across the U.S. since 2003. The CVA credential is the only valuation designation requiring Continuing Professional Education in compliance with the National Commission for Certifying Agencies (NCCA).

Jim has important advisory experience in business sales, acquisitions and angel investment, plus extensive practice in valuing start-ups and discounts; ERISA, IRC 409a and ESOP compliance. He has enhanced clients' due diligence efforts, negotiating key deal terms and favorable prices. For litigation, Jim has supported mediations and civil lawsuits for partner disputes, employee separations and divorce. He is a member of the National Association of Certified Valuators and Analysts (NACVA) and has presented at NACVA national conferences. Some of his technical solutions are published in the NACVA online library.

Jim began his career in his father's industrial distribution business in Cleveland, Ohio. After college he moved to aerospace manufacturing, materials management, marketing and product management at Eaton Corporation. In 1991 he was a U.S. delegate to companies in Russia, Latvia and Estonia sharing best business practices following the fall of the Berlin Wall. In 1997, he acquired his own company and led it over ten years. Within the Non-Profit arena, he has served as board president, executive secretary, treasurer and interim Executive Director.

In advisor roles, Jim led his Eaton division's strategic planning from 1992-1995, and in 2001, he consulted a private equity firm after they acquired a \$50 million aerospace company in Ventura County, California. He joined American ValueMetrics in 2003 and became a partner in 2013. In 2017 he moved to The Mentor Group, a valuation and investment banking firm comprised exclusively of senior professionals.

As a Valuator, Mr. Lisi has valued over 300 business entities, intellectual properties and equipment projects. The companies range from start-ups to low middle-market companies, and 'main street' business to manufacturing and SaaS companies. His general qualifications are:

- Certified Valuation Analyst (CVA), NACVA
- Masters of Business Administration, University of California, Irvine
- Bachelor of Science, Industrial and Operations Engineering, University of Michigan
- Certificate of Production and Inventory Control Management, APICS
- Former Finance Faculty, Antioch University MBA Program
- Former Tech Coast Angel



As an author, Mr. Lisi has published,

Business Valuation Terms Need Restructuring Based on Value Drivers, 2019, Business Valuation Update, Vol. 25, No. 8

Two Types of Business Value? Know Which One Applies to You, Santa Barbara Lawyer, 2019.

The Estate of Giustina: The Ninth Circuit Obliterates the 35% Barrier on the Minority Share Discount for Lack of Marketability. Santa Barbara Lawyer, 2018.

Built-in Gain Tax Liability: Defend Yourself! Estate of Richmond v. Commissioner Rebutted. National Association of Estate Planners & Councils, 2017

Use of the Option Pricing Method Changes the Standard of Value. Does the IRS, or Anyone, Care? QuickRead, 2017, Consultants Training Institute-National Association of Certified Valuers and Analysts.

And provided educational support and training,

Full Built-in Gain Tax Liability—How Future Value Analysis Fails and What to Do About It. NACVA-CTI National Valuation Conference, June 2019

Built-in Gain Tax Liability, the IRS, and What You Need to Know. Santa Barbara County Bar Association, November 2017; Ventura County Bar Association, April 2018.

Valuation in Estate Matters. National Business Institute, Estate Administration Boot Camp. October 2017.

Planning & Preparing for a Business Exit. Santa Barbara Business Leaders Consortium. April 2017

Money Talk, AM 1290 Radio, January 2017. Guest, local live radio program in Santa Barbara, California on wealth and finance topics.

Business Valuation Soup. Valuation Issues for Early Stage Companies. California Coast Venture Forum, Maverick Angels, Wild Horse Labs, 2014-2016

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