Using ValueRange Dashboards To Stay On Track

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C.M. Russell's ***Trail Of The Iron Horse*** image exemplifies for us the convergence of the tried and true with the uncertain, but hopeful image down the new track of what lies ahead of us. He exquisitely captured that timeless, emotional sense of what now, what next that we entrepreneurs and those who fund us face every day.

How do we know with confidence if we have chosen the ***right track*** and if we are ***on track***?!?

The white noise bombardment of distracting and voluminous data, information, social media, news, and downright junk we encounter has left us way over-stimulated, anxious and downright ***A***ttention ***D***eficit ***D***istraught. We lack patience to listen, reflect and ponder, and we struggle to give ourselves permission to discern the opportunity amidst the tyranny of the urgent.

In a word, we're a bit lost on a fairly consistent basis.

Our son Michael was one of the original MARSOC Special Forces Raiders-a Force Recon Marine who became a Team Leader and Point-Man-the first one in to encounter the ultimate in uncertainty, risk and danger within chaotic situations where cool, creative and decisive action literally means the difference between life and death. I've always been amazed at his ability to remain cool, calm and focused and capable of trusting his creativity, his intense training and experience to make the crucial right decisions at precisely the right time. Point Men have this exceptional knack and feel for finding the right path into/out of an area that is completely foreign, uncertain and extremely dangerous.

I once communicated this very thing to him and I was struck by his response. Instead, he pointed to the pilots of the copters that flew Michael and his team literally right into the fire in the middle of the Helmand Valley. To him, it was ***these extraordinarily talented and gifted experts*** who demonstrated this exceptionally rare focus and skill under the most trying of circumstances.

As valuation experts, we have had literally dozens and dozens of extremely different and demanding engagements that have tested our expertise in various ways. And through the years, we've learned the very painful lesson of needing to be religiously disciplined in knowing who we are and more importantly; who we are not. We are blue-collar, industrial experts who truly know how to make, warehouse, and market stuff. Especially to and through stocking wholesalers and major retail merchandisers. As such, we really do understand how to create and harvest value within this context. By sticking to our knitting and by the willingness to at times say, "...that just ain't us," we've deepened the depth of our expertise.

I often tell our capital and legal friends that we've lived a lifetime at the "south end" of the portfolio, and as a result, we truly do know what to rivet our attention to; to prevent trouble and to spot critical signs of potential trouble at just the right moment.

Our ***V***alue***R***ange product and approach has proven to be an ideal solution to contribute value when:

1. A solid, independent and objective reading on value is needed. For instance, to simply provide a barometer for when a potential lost profits, private placement fraud, or other potential litigation remedy is being considered.

2. A traditional collateral or field exam or credit review is insufficient in flushing out the more critical, intangible going-concern asset value of a commercial borrower.

3. A litigation settlement process needs an objective, independent look at the value of a claim without the need for a full-blown opinion or conclusion of value report.

4. To monitor the success of an executive team in creating shareholder value and to help align their efforts to the more critical value drivers in doing so.

We have introduced and used the ***V***alue***R***ange product solution to advise commercial lenders, to support plans of reorganization, in litigation consulting engagements, and in advising both buyers as well as sellers of businesses. On every single assessment, advisory and valuation engagement of any kind, we have found that it provides invaluable and very easy to understand insights into the critical performance variables of pretty much any industrial firm.

As a provider of capital, it is imperative that you remain intimately close to your commercial credit and private equity clients/companies. More than any other factor, the failure to monitor the hard as well as softer vital signs of your companies is what leads to surprises, bad news and disappointing outcomes.

We have numerous clients that have "graduated" to a less intensive relationship with us, whereby we use the ***V***alue***R***ange tool to help them efficiently stay close to their companies and how they're doing using their money. This relationship in and of itself provides extraordinary returns on the investments made in us, and we would be thrilled to share how we can do this for you as well.

Tagged in: valuation, commercial litigation, commercial banking

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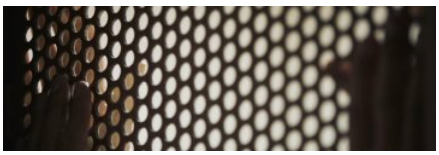

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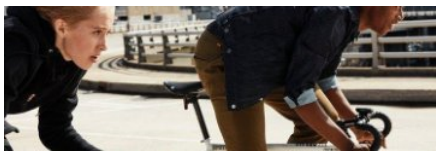

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