



# Association News

Quarterly Newsletter for the National Association of Certified Valuators and Analysts

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## Practice Builder Academy—Third Quarter 2014

### Practice Builder Academy Creates Initial Success Stories

By Mel Abraham, CPA, CVA, ABV, ASA, CSP and Rod Burkert, CPA/ABV, CVA

With the enthusiastic support of NACVA, Practice Builder Academy (PBA) was launched in January 2014 and the effect on members is already evident. We knew there was a need for this type of mentoring program, but still, we've been overwhelmed by the positive feedback. We think we know the key reasons why.

Simply put, PBA delivers real solutions to real issues in real time. The solutions are the strategies and tactics that we (and others we know) have used to build our practices. When layered on top of each other, and practiced consistently and persistently, they help members build their practices AND re-design their lives. The practice management and marketing issues covered include websites, social media, writing, speaking, and networking—to name a few—all complimented by subject matter experts who deliver their own points of view. And with three online sessions for each of the 12 monthly modules, there is real, actionable material presented every time.

So eight months into the program, PBA members are sharing some of their personal successes:

S.K. is more focused and coordinated in his practice building efforts and has learned from helpful tools to make that happen.

G.A. created a new website for his firm that better showcases his experience and expertise.

When M.C. started PBA he had lots of free time (and not in a good way). Now he's busy and able to increase his fees. And he's picked up some speaking engagements that target his ideal prospects.

C.L. recognizes that PBA is about re-designing her life as well as building her practice. The program is focusing her on figuring out what makes her happy and has

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Senior Editor  
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Steven M. Egna Named Partner at Albany CPA Firm

empowered her to pursue whatever that might be.

G.O. believes PBA made him aware of specializing in a niche area that he is passionate about.

PBA helped K.K. realize that he already has a niche practice and that he should get rid of some of the “noise” to better focus on it.

T.S. has learned to think strategically about setting his firm apart from competitors. Now he has ventured into a new geographic market and secured an important speaking gig.

B.H. has developed a business plan that brings discipline and focus to the activities that are meaningful for his practice’s growth and has hired an experienced valuation analyst to make that growth possible.

PBA has helped J.J restore his work/life balance and obtain a speaking engagement about growing a company’s business value.

Before PBA, M.P. said he only one valuation in the hopper; now he has 15. He provided this sentiment: Coincidence? Maybe. Good luck? Possibly. Sounding more knowledgeable and feeling more confident? Priceless!

These successes may sound small, but they underscore a shift in the mindset of the participants that has allowed them to increase their efficiency and effectiveness. The key to these successes is a systematic approach that moves the professional from a commodity dealer to a thought leader in their market’s eyes. This is accomplished by creating a conversation with the marketplace that is meaningful and compelling. With their new clarity, members will continue to grow using the tools provided by PBA.

Practice Builder Academy now has an open enrollment plan, meaning that you can start at any time and work at your own pace to complete the 12 modules. If you’re interested in learning more, visit [www.PracticeBuilderAcademy.com](http://www.PracticeBuilderAcademy.com).

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*Practice Builder Academy is a 12-month mentoring program to help professionals build their practices and re-design their lives by taking deliberate action over the course of a year. The curriculum was created by Mel Abraham and Rod Burkert, and it's the only program specifically tailored to BVFLS firms. Mel and Rod can be reached at [info@PracticeBuilderAcademy.com](mailto:info@PracticeBuilderAcademy.com).*

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