



## STRATEGIC VALUATION FOR SYNERGIES: WHAT BUYERS REALLY PAY FOR

Join us via Zoom for an insightful webinar designed to help business owners understand how synergy value drives higher deal pricing and stronger negotiation outcomes. This session will unpack how buyers identify, evaluate, and pay for synergies, and what truly moves the needle when your business is part of a larger strategic acquisition.

Our expert speakers will walk through best practices for quantifying synergy value, how buyers assess operational, financial, and market synergies, and how to clearly communicate your company's strategic advantages in a transaction process. You'll gain practical insight into positioning your business in a way that elevates perceived value, strengthens negotiating leverage, and supports premium deal outcomes.

Don't miss this opportunity to better understand what buyers really pay for and how to make your business stand out when it matters most.

### TOPIC HIGHLIGHTS:

- Understanding Synergies in Valuation
- How Buyers Assess Synergy Value
- Quantifying Synergies – Best Practices
- Impact on Deal Pricing & Negotiation
- Communicating Synergy Value to Buyers

**Wednesday, April 22, 2026**

1:00 PM - 2:00 PM MST  
Zoom Webinar

**SCAN HERE TO  
REGISTER TODAY!**

### OUR SPEAKERS



ASHLEY EDWARDS,  
CVA



AARON ABENDROTH,  
CPA



ESLLIEY TAN,  
CPA, CVA





## OUR SPEAKERS



### **Ashley Edwards, CVA** - [AshleyE@HaynieCPAs.com](mailto:AshleyE@HaynieCPAs.com)

Ashley Edwards is a Valuation Senior Manager at Haynie, specializing in business valuations for sales, shareholder transactions, disputes, gift and estate tax reporting, marital dissolution, and mergers and acquisitions. A graduate of Texas A&M University and a Certified Valuation Analyst (CVA), Ashley is an active member of the National Association of Certified Valuators and Analysts (NACVA). With over five years of dedicated experience in business valuation, Ashley previously spent over seven years helping business owners scale operations and improve performance. This experience provides her with valuable insight into both the financial and strategic aspects of a business. Ashley has a strong track record of working with businesses across various industries, delivering credible and defensible valuations to help clients make informed decisions. She also collaborates with legal professionals, investors, brokers, and spouses, ensuring that clients fully understand the complexities of valuation while providing clear, actionable insights.



### **Aaron Abendroth, CPA** - [AaronA@HaynieCPAs.com](mailto:AaronA@HaynieCPAs.com)

Aaron Abendroth, CPA received a Bachelor's in Accounting and a Master's of Business Administration from the Brigham Young University. Aaron has over 25 years of tax and valuation experience within public accounting and private industry. Aaron joined Haynie in 2011 and is a senior valuation and tax manager in the Salt Lake City tax department. He is a member of the American Institute of Certified Public Accountants (AICPA) and the Utah Association of Certified Public Accountants (UACPA). Aaron began his career in auditing and transitioned to valuation and tax during the last 15 years. Aaron is specialized in the valuation of companies and organizations for tax, financial, and due diligence purposes. Aaron's background in accounting and tax assists in valuation analysis, quality of earnings reports, and due diligence on the purchasing and selling of companies. He is well qualified in corporate income taxation, partnership taxation, individual taxation, and related planning and business organization. Aaron's experience includes consulting with business owners to assist with entity set-up and structure planning, employee and manager issues, partner disputes, partner buyouts, cash flow planning, financial statement understanding, budgeting, and growth planning.



### **Eslliey Tan, CPA, CVA** - [EsllieyT@HaynieCPAs.com](mailto:EsllieyT@HaynieCPAs.com)

Eslliey Tan is a Valuation Analyst at Haynie, bringing a strong background in accounting and business valuation. He holds both a bachelor's and a master's degree in accounting from the University of Utah. Eslliey became a Certified Valuation Analyst (CVA) and is committed to continuous professional development, regularly attending the annual NACVA conference to stay at the forefront of technical and industry advancements. Eslliey joined Haynie in July 2021 as an audit associate, where he contributed to the audit team for two years and attained his CPA license in the process. In May 2023, he transitioned to the Business Valuation team, where he has since worked on over 30 valuation engagements across a range of industries. This diverse experience has equipped him with the expertise to provide insightful and reliable valuation analyses.