MARKETING PERIOD ESTIMATE
Based on Marketing Period Probabilities

Appraiser

Marc Vianello CPA, ABV, CFF

8826 Santa Fe Drive, Suite 217
Overland Park, Kansas 66212 US
913-432-1331
vianello@vianello.biz

Valuation Subject

Sample Company
1234 First Street, Suite 100
Kansas City, Missouri 64114
United States

Valuation Date

10 / 05 / 2016

Report Date

10 / 05 / 2016

Summary Results

Marketing Period

	Low Bound	Average	High Bound
Probability Adjusted Marketing Period	245.3	257.3	269.2
Mean	249.5	261.4	273.2
Median	191.3	204.2	217.1
Mode	112.5	124.6	137.0
Standard Deviation	208.8	208.8	208.8
Coefficient of Variation	0.8	0.8	0.8
95th Percentile	1,466.0	1,455.4	1,445.9

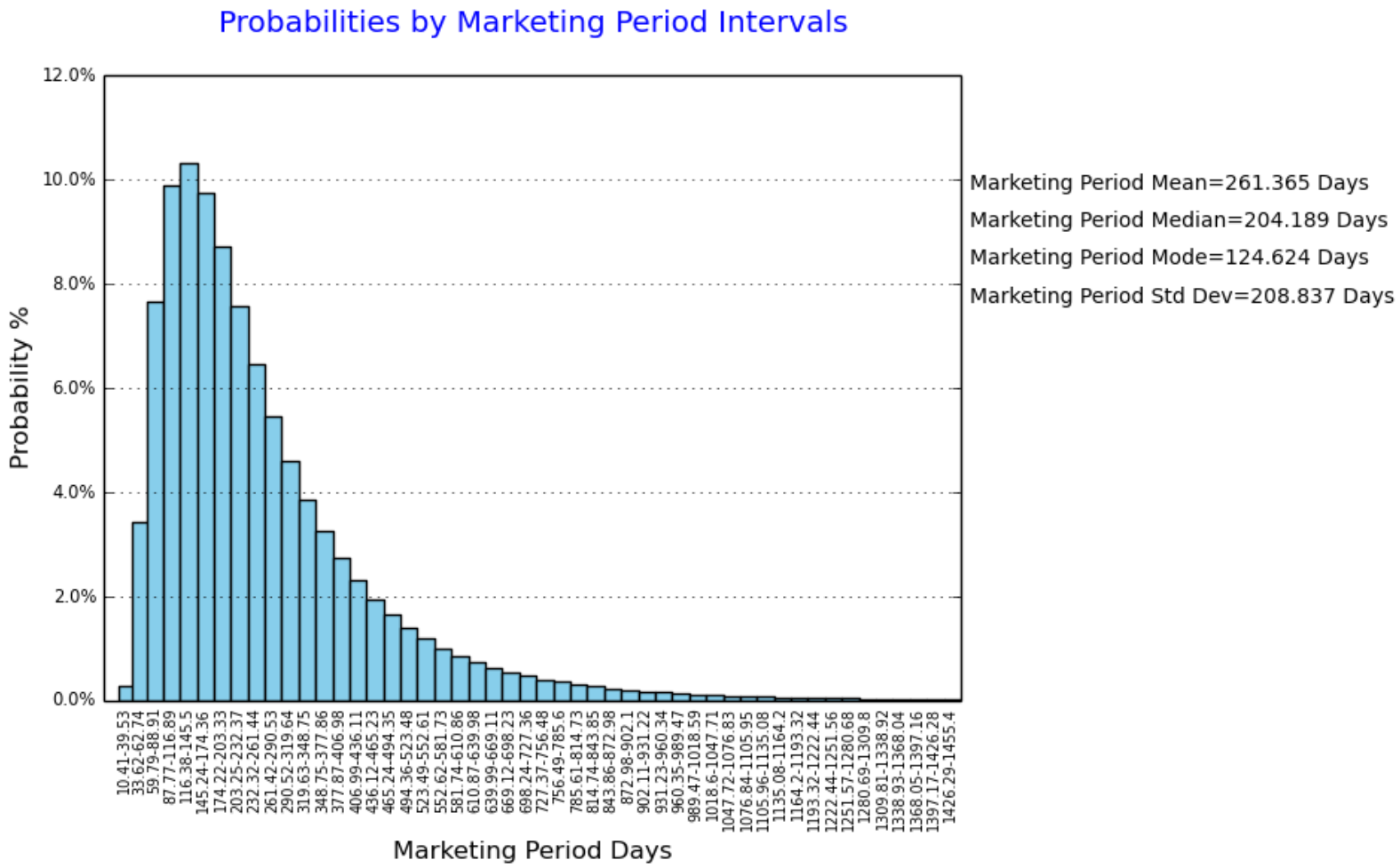
MARKETING PERIOD REPORT
Based on Marketing Period Probabilities
Valuation Date: 10/05/2016
For: **Sample Company**

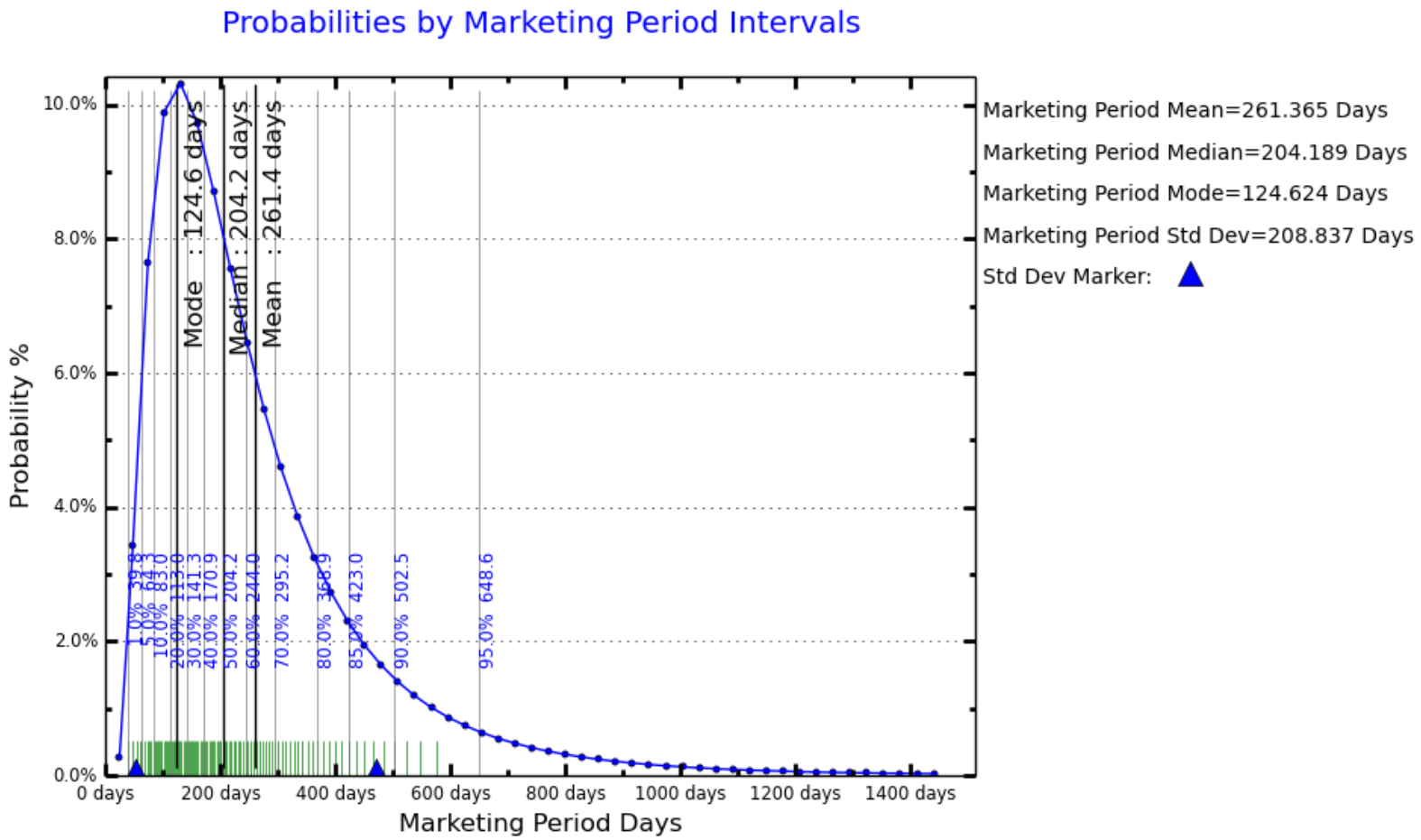
Summary Results

Marketing Period Statistics

Factor Name	Specified Range	Average Days	Standard Deviation in Days	Coefficient of Variation	Standard Error	Transaction Count	95% Confidence Interval	
							Low	High
SIC	1500 to 1799	271.5	213.7	0.79	7.4	836	257.0	286.0
Asking Price	$675,000 to $751,000	237.6	197.4	0.83	10.4	357	217.1	258.1
Weighted Average of Factors		261.4	208.8	0.80	6.0	1,193	249.5	273.2
Average of Unique Transactions		261.8	211.7	0.81	6.2	1,155	249.6	274.1
Transactions With All Factors		246.7	128.1	0.52	20.8	38	205.9	287.4

Marketing Period Graphs



Marketing Period Graphs

Marketing Period Graphs