Will Rodriguez, CPA/ABV, CVA

Vision Point Capital, Inc.
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Professional Experience

Mr. Rodriguez is the CEO and founder of Vision Point Capital. Vision Point Capital is a professional service firm that sole focus is advising entrepreneurs and business owners that are in transition. This leads to its following three core advisory services – Valuation, M&A Advisory, & ESOP advisory.

Over his career, he has worked with thousands of privately-held companies from start-ups to well-established brands performing valuations, M&A transactions, and ESOP advisory engagements. His opinions/conclusions have been accepted by the Internal Revenue Service, Department of Labor, national and regional accounting firms, and also in litigation and/or mediation. He provides valuation and M&A consulting services for a variety of engagements such as:

* Employee Stock Ownership Plan (ESOP)
* Merger & Acquisitions / Quality of Earnings
* Shareholder Buyout, Dispute, or Litigation Support
* Tax Valuations – Estate/Gift or Income Tax Related
* Preferred Stock, Stock Options, Stock Warrants, etc.
* IP – Patents, Trademark/Trade Name, etc.
* Exit Planning for Business Owners
* Financial Reporting (Fair Value)
* Economic Damages / Lost Profits
* Fairness Opinions
* Loan Financing Support
* Start-Up / Capital Raise

Mr. Rodriguez works closely with the client's team of advisors to tailor unique solutions to meet the client's needs. He has provided financial valuation and M&A consulting services to publicly traded companies and private sector clients covering a broad range of industries including:

- Manufacturing
- Distribution / Wholesale
- Construction / Real Estate
- Technology
- Physician Practices
- Healthcare Services / Medical Products
- Law Firms
- Insurance Agencies
- Architecture and Engineering
- Transportation
- Specialty Trade Contractors
- Telecommunications
- Staffing Services
- Consulting
- Food & Beverage
- Hospitality
- Government Contractors
- Franchisor / Franchisees
- Auto / Truck Dealerships
- Wealth Management
- Private Equity
- Retail

Work Experience

- Vision Point Capital, Inc. 2015 – Present
  (formerly Valuation Advisory Services, Inc.)
  - CEO / President / Founder
  - Corporate Advisory Firm – Valuations, M&A, & ESOPs
  - Serving Clients throughout the US

- Aberdeen Advisors 2017 - 2018
  - M&A Advisor
  - Closing M&A transactions for closely-held business owners
  - Serving Clients primarily in the Southeast US

- Warren Averett, LLC 2008 - 2015
  - Director of Valuation Services – Tampa
  - Practice Leader for Valuation Services for the firm's 14 office locations.
  - Serving Clients primarily in the Southeast US

- Various Prior Experience with National, Regional, and Local CPA Firms

Professional Credentials, Affiliations or Memberships

- Certified Public Accountant (CPA) in the State of Florida
- Member, American Institute of Certified Public Accountants (AICPA)
- Certified, Accredited in Business Valuation (ABV) by the AICPA
- Member, Forensic & Valuation Section of the AICPA
- Member, Florida Institute of Certified Public Accountants
- Certified Valuation Analyst (CVA) by NACVA
- Member, National Association of Certified Valuation Analysts (NACVA)
- Member & Former Board Member, Tampa Bay Estate Planning Council
- Board Member, Manatee Estate Planning Council
- Member, The ESOP Association and the New South Chapter
- Member, The National Center for Employee Ownership (NCEO)
- Member, Business Brokers of Florida
- Licensed Florida Real Estate Broker
- Alumni, Tampa Connection, Class of 2011

Education

- Oklahoma State University, MBA, Concentration in Finance
- Oral Roberts University, Bachelor of Science Degree, Major in Accounting
- A Sample of Education courses attended regarding M&A/Valuation include:
  - AICPA National Business Valuation Conference – Multiple Years

- NACVA Annual Business Valuation Conference – Multiple Years
- NACVA Merger & Acquisition Workshop
- Exit Planning Institute – M&A and Succession Planning
- ESOP Association (National & Local) Conferences and Workshops– Multiple Years
- National Center for Employee Ownership (NCEO) Conferences – Multiple Years

Sample of Speaking or Writing

- Valuing a Business & Transition Considerations – Business Owners; October 2012
- Guest Panelist – Association for Corporate Growth; May 2013
- Exit Planning Alternatives – Attorneys; October 2014
- Driving Value in Your Closely-Held Business – Business Owners – February 2015
- Valuation of Closely-Held Business – FICPA Chapter – May 2016
- How Fraud Impacts the Closely-Held Business – ACFE Chapter – March 2017
- ESOP Valuations & the Intersect with the M&A World – NCEO - April 2018
- Closely-Held Business Transition – Financial Eng. Institute – October 2018
- Strategic Planning for Maximum ESOP Transaction Value – NCEO – April 2019
- How to Unlock Value in a Closely-Held Business – NAIIA – May 2019
- Communicating Valuation: Tools, Tips, & Examples – NCEO – September 2019
- ESOP Basics – Webinar – October 2020
- Business Transition Update – Tax Group; February 2021
- Maximizing the Roles of Advisors in the M&A Process – FICPA; March 2022
- The Anatomy of an ESOP Deal – Webinar; April 2022
- Panelist on Hancock Bank's Business Exit Strategy Presentation – Webinar; December 2022