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Colorado Companies to Watch Partners with Quist Insights to Help Owners Increase Business Value

DENVER, Colo. — Colorado Companies to Watch, a nonprofit that recognizes and supports 2nd Stage companies, has partnered with Quist Insights to deliver invaluable business evaluations for scores of Colorado firms.

Each summer, Colorado Companies to Watch honors 50 top businesses for their astounding impact on Colorado's economy.

The partnership with Quist Insights, a spinoff company from Quist Valuation, one of the nation's leading independent business valuation and securities analysis firms, will give the 100 finalists a free business evaluation.

"The partnership with Quist Insights will enhance the value of Colorado Companies to Watch to our high growth companies here in Colorado," said Sam Bailey, Chairman to the Board of Colorado Companies to Watch.

This free business analysis tool Quist Insights will provide, although not required, serves as a mechanism to enhance the annual judging process conducted by Colorado Companies to Watch. Previously, the program has not been able to offer feedback regarding the position of our Finalists and their standing in the marketplace in such a meaningful way.

Each year, more than 1,000 companies are nominated to be a Colorado Company to Watch winner. These nominations are narrowed down to 100 finalists who are invited to celebrate their nomination at the Governor's Residence. Fifty companies are ultimately chosen as annual winners and honored during a summer gala.

"Delivering valuable insights and data to our finalists and winners enhances our program's mission of supporting 2nd stage companies across the state," Bailey said of the new collaboration with Quist Insights.

The partnership between Quist Insights and Colorado Companies to Watch was created to help business owners understand how their business is positioned, and what actions owners can take to increase their value. The benefits of Quist Insights are delivered along side the

program's sponsors that include companies like Bank of America Merrill Lynch, Moss Adams, The Forbes M+A Group, CBIZ, G&A Partners, Lifescape Colorado, PayDay HCM, Principal, Lathrop Gage, Vaco, and Vertex CFO.

"Quist is delighted to welcome Colorado Companies to Watch as a partner," said Shina Culberson, President of Quist Insights. "This partnership marks Quist's continued focus centered on helping companies understand — and improve — the value of their business."

Culberson said her company's state-of-the-art software allows business owners to see what drives their company value and provides them with an action plan to increase it.

The online tool's algorithm capitalizes on 35 years of data and experience in delivering thousands of full valuation reports driven by client management interviews to provide business owners with the opportunity to understand their company value both in quantitative and qualitative measures. It also includes a broad spectrum for analysis, creating a detailed report that offers recommendations about how to impact the value of a business.

Quist Insights allows users to calculate the value of their company in about 30 minutes based on a series of questions that most owners can easily answer. While the Quist Insights tool does not replace full valuation report requirements for tax and financial reporting purposes, it is a cost-effective method that lets business owners determine the economic value of their business.

About Colorado Companies to Watch:

Colorado Companies to Watch is a privately-funded and community-driven awards program honoring 2nd stage companies headquartered in the state of Colorado. The 500 companies that have been honored since the program's inception demonstrate high performance in the marketplace or exhibit innovative products or processes. The program recognizes businesses from diverse industries all across Colorado that fuel the economic fire of the state. The 50 companies selected each year make an astounding impact on Colorado's economy by collectively providing thousands of jobs and contributing millions of dollars in revenue. The Colorado Office of Economic Development and International Trade (OEDIT) launched the program in 2009 in conjunction with the Edward Lowe Foundation and valuable community partners from across Colorado.

Visit ColoradoCompaniestoWatch.org, facebook.com/ColoradoCompaniestoWatch and Twitter [@ColoradoCTW](https://twitter.com/ColoradoCTW).

About Quist Insights:

Quist Insights was developed with business owners in mind. Company owners should have the opportunity to understand their company value — both quantitative and qualitative measures. The tool was developed to enable business owners to get valuable insights into their business with a lighter touch than a comprehensive, consultant-based review.

Parent company, Quist Valuation, was founded in 1984 and has grown into one of the nation's leading independent business valuation and securities analysis firms. The expert staff of

chartered financial analysts and accredited senior appraisers guides public and private companies and investment entities through the intricacies of financial reporting, corporate finance, tax compliance, and related litigation support.

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