



# Unleash the Power

**PetroMARK Valuation Software ®**

Whether you need the market values of 100 convenience stores, or 5,000, **PetroMARK®** is the answer. This is the fastest, most efficient valuation software available for appraising convenience store and retail fuel channel assets, allowing you to obtain reportable results in minutes.

Save up 70% of the time and cost of producing traditional appraisal reports.

Clinically tested in hundreds of convenience store market value appraisals performed by qualified MAI appraisers.

Software licensing available.

**I F R S   R e p o r t i n g   o f**  
• **tangible assets, realty**  
• **tangible assets, non-realty**  
• **intangible assets**

## **the PetroMARK® story**

**PetroMARK's®** story is one of evolution; not instauration.

Hundreds of calculations and logic functions are performed within seconds. The culmination is the result of building upon a foundational idea that began in 2001. Refinements and improvements to the methodology and calculations were added and honed into the finest valuation software for the convenience and retail fuel industry.

**PetroMARK® Valuation Software** reports the market value of tangible assets, realty; tangible assets, non-realty; and intangible assets instantly and accurately.

This is not statistical modeling.

The valuations are fee simple market value derived from earnings capitalization. This is the only appropriate methodology for estimating the value of the total assets of the business.

Designed specifically for accountants and CFOs implementing VFR standards and Mark-to-Market values for multi-site assets.

### **Market Value**

Market value as conceptualized by GAAP and Valuation for Financial Reporting (VFR) is the fee simple value of the assets.

Fee simple value does not utilize nor rely on actual or historical earnings for the assets. But, rather is based on how the assets would perform under typical ownership at their specific location.

Existing supply contracts, operating agreements and leases are endemic to investment value, but not fee simple market value.

Investment value is not market value.

## case profile

### Valuation of the Total Assets of the Business. A Mid-Size, U.S. Convenience Store Chain.

#### SCOPE:

Appraise the market value of 124 convenience stores in 5 Western States.

- TOTAL ASSETS OF THE BUSINESS SEPARATED INTO TANGIBLE ASSETS, REAL PROPERTY, TANGIBLE ASSETS, NON-REALTY, AND INTANGIBLE ASSETS.
- PROVIDE BOTH AGGREGATE VALUES AND INDIVIDUAL VALUES.
- ON-SITE INSPECTIONS OF 20 OF THE STORES.

#### SOLUTION:

Quantitatively measured the supply and demand for each of the 124 stores. This is a critically important step of the valuation process. Our choice was to use separate location quotients for each of the 124 stores.

Determined the hypermarket threat to each of the 124 stores using the latest in on-line, GIS technology and remote mapping software.

Estimated the fee simple market-level earnings for each store. Capitalized earnings to the appropriate asset value categories utilizing our exclusive, cost-saving **PetroMARK® Valuation Software**.

The finished reports included over 14,000 pages that were submitted to the client.

COST: \$55,000.00  
About \$443.00 per store

COMPLETION TIME: 5 weeks



## **Corporate Contacts**

Voice:  
(541) 823-0029

Fax:  
(541) 823-0079

Mail:  
C-Store Valuations  
Corporate Office  
151 SW First Street  
Ontario, OR 97914

E-Mail:  
Corporate Affairs Manager:  
bbmw@fmtc.com

Robert E. Bainbridge:  
reb@cstorevalue.com

**[www.cstorevalue.com](http://www.cstorevalue.com)**

© COPYRIGHT 2005. THE CONTENT OF THIS BROCHURE IS COPYRIGHT PROTECTED.  
ALL RIGHTS RESERVED.