

Curriculum Vitae • Salvatore B. Urso

Salvatore B. Urso, CBA

Certified Business Appraiser

Licensed Florida Business Broker

Ameri-Street Advisory, Inc.

Florida Business Acquisitions, Co.

4830 W. Kennedy Blvd., Suite 600
Tampa, FL 33609



9/30/2019

Salvatore B. Urso • Certified Business Appraiser • Business Broker



Salvatore Urso is a Florida licensed business broker and certified business appraiser who holds the very prestigious CBA (Certified Business Appraiser) designation from the Institute of Business Appraisers¹ (member ID 62312). Because of the stringent peer review criteria, there are fewer than 400 individuals in the entire country who have earned this title; from this very select group, few have the extensive practical transaction experience that Mr. Urso has gained during his professional career.

Mr. Urso has been selling and valuing small, closely held businesses since 2005. His practical transaction experience as a business broker, along with his keen understanding of business valuation theory, have provided an invaluable framework for rendering realistic, accurate business valuations that can be defended in a court of law.

Mr. Urso has personally interviewed over 1,000 business owners, performed over 800 business valuations, and sold over 75 companies; see engagement areas listed below. In addition, he has over 25 years of experience in managing and operating small businesses as well as outside sales & marketing, through which he has cultured valuable skills that have helped render him adept and effective at applying professional judgement and experience to his work product.

All valuations adhere to Section III of the Institute of Business Appraisers (IBA) Professional Standards, AICPA Statement on Standards for Valuation Services (SSVS), NACVA standards and IRS Revenue Ruling 59-60, as well as and subsequent IRS rulings.

Attorneys, CPAs, SBA lenders, and financial advisors across the United States often refer their clients to his firm. Over the years, attorneys, banks, and business owners began employing Mr. Urso and his firm to provide business valuations and litigation support for various purposes- namely, bankruptcy, divorce, partner disputes, ESOPS, estate planning, ROBS IRAs, business mergers and business acquisitions.

Mr. Urso has been called upon and qualified to testify as an expert witness in court cases involving business valuations. **IMPORTANT: Because of the quality work product, most contentious engagements are settled in pre-mediation, mediation or after depositions; this significantly drives down client expenses.** see “Litigation Support Experience” below.

Salvatore has personally invested in, bought, managed and sold investment properties and businesses for over two decades. In 2006, he founded Florida Business Acquisitions, a Tampa-based business brokerage firm. In 2010, he founded a spin-off, affiliate firm called Ameri-Street Advisory, Inc. which focuses primarily on business valuations and consulting related to business acquisitions across the United States. In addition, he co-founded two family businesses and was a managing member in the Tampa based Comfort Keepers home health agency.

His fundamental recipe is to combine integrity, honesty, experience and attention to detail such that all parties involved experience a win-win business transaction with minimal cost.

¹The IBA was acquired by the National Association of Certified Valuators and Analysts (NACVA), which recognizes the CBA designation.

COURT APPEARANCES

Nature	Case/Description	Location	Year	Notes
Family Law- Divorce	2018 DR 004336	Circuit Family Division 3 Manatee County, FL	2019	November 2019; Kahrs v. Kahrs Applied Behavior Analysis Practice
Bankruptcy	6:17-bk-02004-KSJ	Middle Dist. of Florida, Orlando Division	2019	US Department of Justice (DOJ) vs. Scherer (resolved minutes prior to testifying ²)
Family Law- Divorce	51-2016-DR-01336-ES	Pasco County 6 th Judicial Circuit, Division K	2018	Appeared before Judge; Torres v. Torres
Family Law- Divorce	502015DR003677XXXXMB	15 th Judicial Circuit Palm Beach County, FL	2016	January 28 th in Case went to appellate court; valuation was affirmed.
Partner Dispute	1222760CA24	Dade 11 th Judicial Ct., FL	2014	August 8 th in Miami-Dade Co.
Family Law- Divorce	10-DR-015874	HILLS/DSTR-13, FL	2013	April 8 th in Hillsborough Co.
Family Law- Divorce	10-DR-019221	HILLS/DSTR-13, FL	2013	June 25 th in Hillsborough Co. Division E

DEPOSITION APPEARANCES

Nature	Case/Description	Location	Year	Notes
Bankruptcy	6:17-bk-02004-KSJ	Middle Dist. of Florida, Orlando Division	2019	Department of Justice (DOJ) vs. Scherer
Family Law- Divorce	16-DR-009868	Tampa, FL	2018	Krempel v. Krempel (support)
Family Law- Divorce	Pest Control Co.	West Palm Beach, FL	2016	Fiscina v. Fiscina.
Family Law- Divorce	13-DR-005044-DRAX-ES	Lutz, FL	2016	Private (AD); Real Estate Firm
Family Law- Divorce	502012DR005674XXXXMB	West Palm Beach, FL	2014	Home Health Agency; deposition Support
Family Law- Divorce	10-DR-015874	Tampa, FL	2013	Latin Grocery Store
Family Law-Divorce	Plumbing Company	Tampa, FL	2012	Private (PP)
Loss Damages	Roofing Company	Tampa, FL	2011	Lawsuit vs. Bank of America
Business Dispute	Optometry Practice	Tampa, FL	2011	Private (T.O.)

MEDIATION APPEARANCES

Nature	Case/Description	Location	Year	Notes
Partner Dispute	Real Estate Storage Company	Tampa, FL	2019	Private (SSG)
Partner Dispute	Meat Wholesaler	Tampa, FL	2011	Private (T.S.)

² My testimony was not required. Client's burden reduced by \$700,000 due to my report. DOJ's expert valued business at \$1M; settled at \$300,000.

LITIGATION RELATED ENGAGEMENTS

Nature	Case/Description	Location	Date	Notes
Partner Dispute	18-CA-0623	Collier County, FL	2019	Convenience Store, Gas Station.
Family Law- Divorce	16-DR-009868	Circuit Court of the 13 th Judicial Circuit, Div. D. Hillsborough County, FL	2019	KREMPEL v. KREMPLE Advertising Firm. Settled just prior to my testifying.
Family Law- Divorce	S.C.M. 500-12-332141-161	Montreal, (Quebec), Canada	2019	Shattah v. Harroch
Family Law- Divorce	Case No. 51-2017-DR-003930-ES	Pasco County, FL	2019	Street vs. Street
Family Law- Divorce	Case No. 17-DR-004476-SC	Circuit Court Sarasota County, FL; Family Law Division, South County	2018	Kurecki vs. Kurecki
Family Law- Divorce	Case No. 2017 DR 420	Circuit Court of the 5 th Judicial Circuit, Sumter County, Florida	2018	De Mers vs. De Mers
Family Law- Divorce	Case No. 51-2018-DR-002115-ES	Pasco County, FL	2018	Ricker v. Ricker
Family Law- Divorce	Case No. 2014-DR-2979	Circuit Court 20 th Judicial, Collier County, FL	2018	Amico v. Amico
Family Law- Divorce	Case No. DR 001959	Fifth Judicial Circuit, Lake County, FL	2018	Stump v. Stump
Family Law- Divorce	Case No. 2016 DR 516	Family Law Division, Leon County	2018	Rahming v. Rahming
Bankruptcy	Case No. 16-03368	Middle District of Florida, Tampa Division	2017	
Family Law- Divorce	Case No. 15-012579-D-24	Tampa, FL	2017	Ritola v. Ritola
Family Law- Divorce	Commercial Cleaning Co.	Tampa, FL	2016	Private (TCS)
Business Dispute	General Contractor	Tampa, FL	2016	Private (SRP)
Family Law- Divorce	15-012579-FD-024 (ECD)	Clearwater, FL	2016	Engineering Firm
Family Law- Divorce	Electronics Distributor	Clearwater, FL	2016	Private (NAE)
Partner Dispute	Countertop Fabricator	Orlando, FL	2016	Private (OCC)
Partner Dispute	Energy Contractor	South Florida	2016	Private (VG)
Family Law- Divorce	Metro PCS Stores	Jacksonville, FL	2016	Nine locations
Family Law- Divorce	Trucking Company	Tampa, FL	2015	Private (JJ)
Bankruptcy Work-out	Construction Company	Tampa, FL	2015	Private (AC)
Partner Dispute	Medical Billing Company	Miami, FL	2015	
Bankruptcy	8:13-bk-14296-CPM	Middle Dist. FL	2014	FDIC vs. Scarfia
Bankruptcy	8:14-bk-02667-MGW	Middle Dist. FL	2014	
Bankruptcy	8:13-bk-01401-MGW	Middle Dist. FL	2014	Allstate Insurance vs. Sharkey
Family Law- Divorce	Dental Lab	Tampa, FL	2014	Private (CP)

Family Law- Divorce	Construction Co.	Tampa, FL	2014	Private (DO)
Family Law- Divorce	Dry Cleaning Business	Lakeworth, FL	2014	Private (FC)
Bankruptcy	Gentleman's Club	Tampa, FL	2014	Private (OT)
Bankruptcy	Fitness Center	Clearwater, FL	2014	Private (PC)
Family Law- Divorce	Case no. 12-37017	Dagsboro, DE	2014	Medical Practice
Family Law- Divorce	Restaurant Chain	Waco, TX	2014	Private (LF)
Bankruptcy	Property Management Co.	Chicago, IL	2014	
Family Law- Divorce	Chiropractic Clinic	Brooksville, FL	2014	Private (BC)
Business Dispute	Medical Billing Co.	Tampa/Orlando	2014	
Family Law- Divorce	Paving Business	Glendale, AZ	2014	
Bankruptcy	Ice Cream Business	Lakeland, FL	2014	Private (CSC)
Bankruptcy	Electrical Contractor	Tallahassee, FL	2014	
Bankruptcy	13-16552-CPM	Tampa, FL	2014	Inv. Property; minority int. (LP)
Family Law- Divorce	Bar, Café	Brandon, FL	2013	Private (CBC)
Business Dispute	Construction Co.	Tampa, FL	2013	Private (DC)
Bankruptcy	Maintenance Services	Clearwater, FL	2013	Private (DM)
Bankruptcy	Roofing Co.	Tampa, FL	2013	Private (SR)
Estate Dispute	Die Manufacturing	Fort Pierce, FL	2013	Private (UT)
Bankruptcy	Dental Practice	Lakeland, FL	2012	Private (DA)
Family Law- Divorce	Bar/Restaurant	Tampa, FL	2012	Private (CT)
Bankruptcy	Box Manufacturer	Tampa, FL	2012	Private (AP)
Family Law- Divorce	Catering Business	Tampa, FL	2012	Private (CC)
Bankruptcy	Stone Importer	Tampa, FL	2012	Private (ICS)
Bankruptcy	Bar, Restaurant	Tampa, FL	2011	Private (R.U.)
Family Law- Divorce	Pest Control	Tampa, FL	2011	Private (RBC)
Bankruptcy	Financial Planner	Brandon, FL	2011	Private (TG)
Family Law- Divorce	Plant wholesaler	Plant City, FL	2011	Private (GC)
Bankruptcy	Vending Business	Tampa, FL	2011	Private (AB)
Family Law- Divorce	Café	Orlando, FL	2011	Private (BC)

Past Engagement Company Types

- adaption agency*
 - advertising agency
 - audio production agency
 - appliance repair
 - art framing
 - asphalt and paving
 - asset management firm*
 - assisted living facilities
 - auto repairs
 - bank ATM IT provider
 - beer wholesaler
 - beverage vendor
 - bookstore
 - building contractors *
 - commercial building cleaning
 - construction companies
 - CPA firms*
 - dance studios
 - dinner theater
 - dietary supplement retailer
 - durable medical equipment (DME)
 - electrical contractors
 - electronic component distributor
 - embroidery
 - environmental engineering firm*
 - fabrication companies
 - FedEx routes
 - financial services firm*
 - fishing boat and distributor
 - fitness centers
 - flooring contractor
 - flowers shops
 - food distributor
 - garden center
 - gentleman's clubs
 - go-cart track center
 - granite fabrication
 - hair solons*
 - home automation
 - home health agencies, registries
 - HVAC Companies
 - ice cream shops
 - insurance agencies
 - large-equipment distributor
 - laundry facilities
 - lighting store
 - law firms*
 - manufacturing (safes, doors, windows, tools)
 - meat distributor
 - medical practices* (dental, medical, optometry, and chiropractic, applied behavior analyses practice)
 - med spa
 - marinas
 - motorboats retailer
 - motorcycle dealers
 - moving company
 - nail salons*
 - night club/bars
 - office supplies
 - on-line fitness
 - packaging suppliers
 - painting contractor*
 - pest control
 - pet supplies
 - plumbing contractor*
 - point-of-sale marketing
 - printing
 - property management
 - prosthetics manufacturer
 - publication
 - real estate investment firm*
 - restaurants
 - security system integrator
 - sky dive company
 - swimming pool contractor
 - tea retailer and wholesaler
 - telecom equipment integrator
 - tenant verification
 - title company
 - towing companies
 - transportation company (long, short haul)
 - web site jewelry business
 - yoga studios
 - youth sports league
-

* Indicates companies with high-level of personal goodwill.

Education

Institute of Business Appraisers (IBA), CBA Certification.

Florida Real Estate Broker

University of Florida, BS Electrical Engineering

Professional references

Peter M. Collins, Attorney

The Collins Law Group
Family Law
941-365-9800

Al Gomez, Attorney

Johnson Pope Bokor Ruppel & Burns, LLP
Bankruptcy Law
813-225-2500

Temple Drummond, Attorney

Drummond, Wehle & Ross
Estate and Business Law
813-983-8000

Brett Trembly, Attorney

Trembly Law Firm
Business Law
(305) 431-5678

Amy Denton Harris, Attorney

Stichter Riedel Blain & Postler P.A.
Family Law
813.229.0144

Edward J. Peterson, Attorney

Stichter Riedel Blain & Postler P.A.
Family Law
813.229.0144

Dustin Deese, Attorney

McIntyre Thanasides
Business Law
(813) 899-6059

Ralph Mangione, Attorney

Burr & Forman, LLP
Family Law
(813) 221-2626

Marcie L. Baker, Attorney

The Law Office of Marcie L. Baker, Esq., P.A.
Family Law
(813) 929-1900

Mark Maynor, Attorney

Maynor Family Law
West Palm Beach
(561) 691-9336

Jonathan Ellis, Attorney

Shumaker, Loop & Kendrick
Business Law
813-229-7600

Kevin Riggs, CPA

Renaissance Consulting & Development
(813) 435-5585

Martin A. Bublely, Attorney

Bubbly & Bublely Law Firm
Business, Trust, Real Estate Law
813-963-7735

Edward Emrick, Attorney

Rohe Twyman, PA law firm
Family law
(352) 742-0583

Vivian Cortes Hodz, Attorney

Cortez Hodz Family Law & Mediation
(813) 514-0909

Jason H. Baruch, Attorney

Holland & Knight LLP
Business Law
(813) 227-6607

Scott Beatty, Attorney

Henderson, Franklin, Starnes & Holt, P.A.
Business Law
(239) 344-1169

Tony Hernández, Attorney

TH3 Law Firm
Family Law
(321) 799-3971
