

# 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



2/4/2023

## Salvatore B. Urso • Certified Business Appraiser • Business Broker



Salvatore B. Urso is a certified business appraiser who possesses the highly coveted **CBA**<sup>1</sup> (Certified Business Appraiser) designation from the esteemed **Institute of Business Appraisers** (IBA); the rigorous peer review criteria of the IBA is what makes this title truly exceptional, with **fewer than 400 individuals nationwide who have achieved it**. Among this elite cohort, Mr. Urso stands out for his extensive, practical transactional experience as a Florida licensed business broker<sup>2</sup>.

Mr. Urso leverages his extensive practical business experience, transaction experience and knowledge of business valuation theory and standards to deliver results that are realistic, accurate, and widely recognized as legally defensible.

Since 2005, Mr. Urso has personally interviewed over 1,000 business owners, performed over 800 business valuations, and sold over 75 companies. In addition, he has over 25 years of experience in managing and operating small businesses as well as outside sales and 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.

Mr. Urso's work product adheres to NACVA professional standards, including Section III of the Institute of Business Appraisers (IBA) Professional Standards, AICPA Statement on Standards for Valuation Services (SSVS), 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.**

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.

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<sup>1</sup> NACVA Member ID 62312. The IBA was acquired by the National Association of Certified Valuators and Analysts (NACVA), which recognizes the CBA designation.

<sup>2</sup> Florida Real Estate License No. BK3133759.

**COURT APPEARANCES**

Nature	Case/Description	Location	Year	Notes
Family Law	35-2022-DR-000082	Fifth Judicial Circuit; Lake County, FL	2022	Medical Practice; Zimmermann v. Zimmermann
Family Law	2019-DR-513-FG	Fifth Judicial Circuit, Marion County, Florida	2021	Law Practice; Wright v. Wright
Family Law	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 <sup>3</sup> )
Family Law	51-2016-DR-01336-ES	Pasco County 6 <sup>th</sup> Judicial Circuit, Division K (FL)	2018	Appeared before Judge; Torres v. Torres
Family Law	502015DR003677XXXXMB	15 <sup>th</sup> Judicial Circuit Palm Beach County, FL	2016	Case went to appellate court; valuation was affirmed. Fiscina v. Fiscina
Partner Dispute	1222760CA24	Dade 11 <sup>th</sup> Judicial Ct., FL	2014	August 8 <sup>th</sup> in Miami-Dade Co.
Family Law	10-DR-015874	HILLS/DSTR-13, FL	2013	April 8 <sup>th</sup> in Hillsborough Co.
Family Law	10-DR-019221	HILLS/DSTR-13, FL	2013	June 25 <sup>th</sup> in Hillsborough Co. Division E

**DEPOSITION APPEARANCES**

Nature	Case/Description	Location	Year	Notes
Partner Dispute	2019-006560-CI	Sixth Judicial Circuit in and for Pinellas Co., FL	2022	FedEx Routes
Bankruptcy	6:17-bk-02004-KSJ	Middle Dist. of Florida, Orlando Division	2019	Department of Justice (DOJ) vs. Scherer
Family Law	16-DR-009868	Tampa, FL	2018	Krempel v. Krempel (support)
Family Law	Pest Control Co.	West Palm Beach, FL	2016	Fiscina v. Fiscina.
Family Law	13-DR-005044-DRAX-ES	Lutz, FL	2016	Private (AD); Real Estate Firm
Family Law	502012DR005674XXXXMB	West Palm Beach, FL	2014	Home Health Agency; deposition Support
Family Law	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.)

<sup>3</sup> My testimony was not required. Client's burden reduced by \$700,000 due to my deliverable. DOJ's expert valued business at \$1M; settled at \$300,000.

**MEDIATION APPEARANCES**

Nature	Case/Description	Location	Year	Notes
Partner Dispute	19-006955-CI	Tampa, FL	2020	Real Estate Rentals
Partner Dispute	Real Estate Storage Company	Tampa, FL	2019	Private (SSG)
Partner Dispute	Meat Wholesaler	Tampa, FL	2011	Private (T.S.)

**LITIGATION RELATED ENGAGEMENTS**

Nature	Case/Description	Location	Date	Notes
Partner Dispute	2019-006560-CI	Sixth Judicial Circuit in and for Pinellas Co., FL	2022	FedEx Routes
Family Law	42-2021-DR-1850-FJ	Fifth Judicial Circuit in and for Marion Count FL	2022	HVAC Business; Kieffer v. Kieffer; represent both spouses.
Bankruptcy	6:18-bk-0676-GER	United States Bankruptcy Court, Tampa	2022	Home Health Agency
Family Law	FMCE21003065	DIVISION: 35	2022	Judge William W. Haury, Jr.; Auto Graphics business.
Bankruptcy	22-30007-JCO	Alabama, Tampa	2022	Chapter 11, Subchapter V; Heavy Machinery Rental business in Alabama.
Bankruptcy	Case 21-007000-FD	Pinellas County Circuit Court	2022	Coffee Shop
Family Law	19-DR-000805	Div. I, Hillsborough Co.	2022	Painting Contractor
Family Law	21-004416-FD-09	Pinellas Co., Circuit Court of the 6th Judicial Circuit	2022	Dentist Medical Practice
Bankruptcy	8:18-bk-007874-CPM	United States Bankruptcy Court, Middle District of Florida, Tampa Division	2022	Transitional Living Assisted Living Facility
Family Law	Case No. XXX	Central Florida	2021	Grogan v. Grogan
Family Law	2021-DR-2174-FG	Marion Co. Circuit Court	2021	Chiropractic Clinic
Family Law	05-2021-DR-034329-XXXX-XX	Eighteenth Circuit, Brevard County	2021	Mobile Glass Repair; Camps v. Camps
Family Law	2020-002394-FD	Pinellas County	2021	Mobile Marine Repairs; Formby v. Formby
Family Law	19-DR-012665	Division F, Tampa, FL	2021	Stone Fabrication; Conto v. Conto
Family Law	2020-1395-DR	Charlotte County	2021	Pottery Retailer; Slone v. Slone
Family Law	2018-DR-299	Circuit Court of the Fifth Judicial Circuit, Citrus Co.	2021	Medical Practice; Lambright v. Lambright
Family Law	2020DR000975	Circuit Court of the 20th Judicial Circuit	2021	Tavern in S. FL; Grieger v. Grieger
Family Law	502020DR000200XXXXN B	15 <sup>th</sup> Judicial Circuit	2021	Music Production; Shukla v. Shukla
Family Law	20-007867-FD-12	Sixth Judicial Circuit	2021	HVAC Business; Drewes v. Drewes
Family Law	16-DR-2653	Twentieth Judicial Circuit Court, Collier County, FL	2021	Underground Utility Contractor; Jensen v. Jensen

Family Law	19-466-DR	20th Judicial Circuit in and for Charlotte County, FL	2020	Real Estate and Vacation Rentals; Haynes v. Haynes
Bankruptcy	8:16-bk-00265-RCT	US Bankruptcy Court, Middle District of Florida, Tampa Division	2020	Dish Network v. Amit Bhalla; Chapter 7
Partner Dispute	18-CA-0623	Collier County, FL	2019	Convenience Store, Gas Station.
Family Law	16-DR-009868	Circuit Court of the 13 <sup>th</sup> Judicial Circuit, Div. D. Hillsborough County, FL	2019	KREMPEL v. KREMPLE Advertising Firm. Settled just prior to my testifying.
Family Law	S.C.M. 500-12-332141-161	Montreal, (Quebec), Canada	2019	Shattah v. Harroch
Family Law	Case No. 51-2017-DR-003930-ES	Pasco County, FL	2019	Street vs. Street
Family Law	Case No. 17-DR-004476-SC	Circuit Court Sarasota County, FL; Family Law Division, South County	2018	Kurecki vs. Kurecki
Family Law	Case No. 2017 DR 420	Circuit Court of the 5 <sup>th</sup> Judicial Circuit, Sumter County, Florida	2018	De Mers vs. De Mers
Family Law	Case No. 51-2018-DR-002115-ES	Pasco County, FL	2018	Ricker v. Ricker
Family Law	Case No. 2014-DR-2979	Circuit Court 20 <sup>th</sup> Judicial, Collier County, FL	2018	Amico v. Amico
Family Law	Case No. DR 001959	Fifth Judicial Circuit, Lake County, FL	2018	Stump v. Stump
Family Law	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	Case No. 15-012579-D-24	Tampa, FL	2017	Ritola v. Ritola
Family Law	Commercial Cleaning Co.	Tampa, FL	2016	Private (TCS)
Business Dispute	General Contractor	Tampa, FL	2016	Private (SRP)
Family Law	15-012579-FD-024 (ECD)	Clearwater, FL	2016	Engineering Firm
Family Law	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	Metro PCS Stores	Jacksonville, FL	2016	Nine locations
Family Law	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	Dental Lab	Tampa, FL	2014	Private (CP)

Family Law	Construction Co.	Tampa, FL	2014	Private (DO)
Family Law	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	Case no. 12-37017	Dagsboro, DE	2014	Medical Practice
Family Law	Restaurant Chain	Waco, TX	2014	Private (LF)
Bankruptcy	Property Management Co.	Chicago, IL	2014	
Family Law	Chiropractic Clinic	Brooksville, FL	2014	Private (BC)
Business Dispute	Medical Billing Co.	Tampa/Orlando	2014	
Family Law	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	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	Bar/Restaurant	Tampa, FL	2012	Private (CT)
Bankruptcy	Box Manufacturer	Tampa, FL	2012	Private (AP)
Family Law	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	Pest Control	Tampa, FL	2011	Private (RBC)
Bankruptcy	Financial Planner	Brandon, FL	2011	Private (TG)
Family Law	Plant wholesaler	Plant City, FL	2011	Private (GC)
Bankruptcy	Vending Business	Tampa, FL	2011	Private (AB)
Family Law	Café	Orlando, FL	2011	Private (BC)

## Past Engagement Company Types

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- **adoption 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
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\* 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

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