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credentials, business owners now have a new financial resource at their fingertips.

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COLUMBUS, Ohio – Thanks to Tim McDaniel, a CPA with additional business valuation and financial credentials, business owners now have a new financial resource at their fingertips.

As the principal and director of business valuations at [Rea & Associates, Inc.](#), McDaniel is an industry leader in business valuation. His new book, “[Know and Grow the Value of Your Business: An Owner’s Guide to Retiring Rich](#),” provides insight and expertise to business owners about the importance of knowing what their business is worth and how they can maximize the entire business-owning experience to their benefit.

Rea & Associates is a regional CPA and consulting firm with more than 200 staff in 11 offices throughout Ohio.

McDaniel has been involved in more than 2,000 valuation engagements and numerous merger and acquisition transactions, and pulled from his experiences to provide practical advice to business owners who are looking to maximize their business investment.

“The primary goal for this book is to educate business owners and ultimately help them figure out how they can get the most for their business when they decide it’s time to sell,” McDaniel said. “This book helps these individuals develop an ‘investment mindset’ and gets them thinking about life after owning the business.”

Readers will gain insight about:

- How to treat their business “like an investment”

- The business valuation process in a way that they can understand

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