

Jim Hitchner's

Valuation Products and Services

# DO YOU KNOW?

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## Do you know...

## ... how dangerous your website is?

I have visited many websites for firms that provide valuation and/or forensic work. Check yours out for the following “common” yet unsupportable—and thus dangerous—language. Troublesome words are in bold.

- We are nationally **recognized**
- We are a **leading** forensic accounting firm
- We are **recognized** internationally as leading authorities
- We are **recognized** nationally as **leading** authorities in our field
- We are nationally **known**
- We are **recognized** as an industry **leader**
- We can **assure** a valuation that is **unquestionably reliable** and **highly respected** in the financial community
- We are **recognized** as a **preeminent** accounting firm in the ... metropolitan area
- We have **unparalleled** expertise
- We possess **premier** expertise
- We have **deep** expertise

- We exhibit **relentless** excellence
- We have **industry-leading** expertise
- We have the **most stringent** and **current** training, experience, and judgment
- We provide the industry's **best practices** to provide the best services to our customers
- We have **exceptional** experience in valuing businesses and intangible assets
- We provide the **highest levels** of experience
- We are **highly** respected
- We are thought **leaders**
- We provide **unparalleled** responsiveness on complex matters
- We provide the **highest level** of personal service

Let's parse this some.

How can so many firms and groups:

- be nationally recognized and who is doing the recognizing?
- be nationally known, and who is making this decision?
- be an industry leader, and who determines this?
- possess unparalleled expertise, which means you are number one without having any equal?
- offer premier services, meaning that you are first in position?
- offer relentless excellence? [I do not even know what this means.]

I think you see the dilemma. Please visit your website and "fix" unsupportable and dangerous language.

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If you found this *Do You Know...* to be helpful, you may be interested in reviewing past issues at [www.valuationproducts.com/do-you-know](http://www.valuationproducts.com/do-you-know) or subscribe at [www.valuationproducts.com/do-you-know/#subscribe](http://www.valuationproducts.com/do-you-know/#subscribe).

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