

TO: DesignCrowd

DATE: Oct 20, 2022

FROM: Asa H. Crawford, Jr.

Project No. 4017309

Requested info:

- Credit card info attached (my wife's card)
- Overview of business: Crawford Valuation & Consulting, LLC:
I am an experienced CPA and have certifications in business valuations. I've been doing valuations for 30 years with a public accounting firm and am now going out on my own. I have an excellent reputation for quality work and am well-known among attorneys in eastern North Carolina. I value businesses for:
 1. Divorcing couples who need a value for their business so they can split their assets equally
 2. Deceased business owners who must value their business for federal estate tax purposes
 3. Dissenting partners or business owners where one wants to buy out the otherIt is a single owner business, no employees, only me, similar to a one-person law firm or other professional firm.
- Target market is business owners, attorneys, and CPAs
- I have no website or Facebook page now.
- STYLE: I want a modern, creative, progressive style LOGO and letterhead, NOT an old-style font/logo like many law firms have. I'd like some color in the logo to make it more eye-catching, modern, and less drab. To make it pop.
- My credentials, which should show behind my name on my business cards, are: CPA/ABV, CVA
- My business cards should contain:
 1. Business name: Crawford Valuation & Consulting, LLC
 2. Address: 20 Publix Dr. Suite 104, Clayton, NC 27527
 3. My name: Asa H. "Hank" Crawford, CPA/ABV, CVA
 4. Phone: 919-920-5715
 5. Fax: 919-585-2900
 6. Email: (to be determined)