



INTENSE CLIENT FOCUS

Designations and Certifications

Certified Public Accountant
Certified Valuation Analyst

Areas of Special Emphasis

Fraud & Forensic Services, Litigation Support,
Mergers & Acquisitions, Transaction Advisory,
Valuation Services, Stock Option Planning,
Estate Planning, Construction & Real Estate,
Manufacturing & Distribution

Education

Bachelor of Science in Finance
Liberty University, Lynchburg, VA

Master of Science in Accounting
Southern Polytechnic State University,
Marietta, GA

ALEX HARTEL, CPA, CVA

Manager | Forensic and Valuation Services Group

D 770.393.6106 | F 770.393.0319

3500 Lenox Rd, Suite 1600 | Atlanta, GA 30326

Alex.Hartel@warrenaverett.com

Alex Hartel is a Manager in the firm's Forensic and Valuation Services Group with over nine years of business valuation experience. He performs valuations for clients across multiple industries for purposes including gift and estate tax, shareholder buyouts, stock options and litigation. He also helped launch the firm's ESOP valuation and transaction advisory practice.

Prior to joining Warren Averett, Alex worked in business valuation for eight years, first at a public accounting firm and then for a boutique consulting firm. His experience includes valuations for a variety of purposes including ESOPs, gift and estate tax, shareholder buyouts, succession planning, stock options (Section 409A) and litigation. In addition to valuation, Alex has also worked in ESOP transaction advisory services—including fairness opinions—and transfer pricing consulting.

Professional Affiliations

- American Institute of Certified Public Accountants
- Georgia Society of Certified Public Accountants

Community Involvement

- Sunrise Senior Living, Volunteer

Ask Me About

- How an employee stock ownership plan (ESOP) works and how it may benefit your business
- How valuation discounts may help you make better use of your estate tax exemption
- How to prepare to sell your business and sell it for a higher price
- My experience as a musician and how it has given me opportunities to serve others
- My love of history and my growing collection of World War II artifacts
- How a proverb in the Bible motivates me to strive for excellence and integrity in business valuation