

Eden G. Stanton, CFA, ASA

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PROFESSIONAL EXPERIENCE

Eden Stanton, Vice President, provides corporate valuation and financial advisory services to clients throughout the United States.

Circumstances giving rise to the engagements Eden is involved with include corporate planning and reorganizations, litigation support, employee stock ownership plans, and estate and gift tax planning and compliance matters.

She is also actively involved in providing valuation services related to fair value opinions of financial institution assets such as depository customer relationships and certificates of deposit.

In addition, Eden assists with the production of *The National Economic Review*. The product, one of many available from Mercer Capital's extensive research services portfolio, provides a consensus quarterly review of the national economy to hundreds of business valuation professionals across the country.

PROFESSIONAL DESIGNATIONS

Chartered Financial Analyst (The CFA Institute)

Accredited Senior Appraiser (The American Society of Appraisers)

PROFESSIONAL MEMBERSHIPS

The American Society of Appraisers

The CFA Institute

INDUSTRY COVERAGE NEWSLETTERS

Value Focus: Convenience Store Industry, Quarterly Publication, Mercer Capital

PUBLISHED ARTICLES

“Core Deposits: A Liability That Acts Like an Asset,” *Bank Watch*, September 2026

“2024 Mid-Year Core Deposit Intangibles Update,” *Bank Watch*, September 2024

“2023 Mid-Year Core Deposit Intangibles Update,” *Bank Watch*, August 2023

“2022 Mid-Year Core Deposit Intangibles Update,” *Bank Watch*, August 2022

“2021 Mid-Year Core Deposit Intangibles Update,” *Bank Watch*, August 2021

“2020 Mid-Year Core Deposit Intangibles Update,” *Bank Watch*, August 2020

EMPLOYMENT

Mercer Capital Management, Inc.

Vice President, 2013 to present

Senior Financial Analyst, 2005 to 2013

Financial Analyst, 2003 to 2005

EDUCATION

Rhodes College, Memphis, Tennessee (B.A., 2003)

