

Ask the Forensic, Litigation & Valuation Expert

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Editor's note: This conversation reflects insights shared by experienced forensic, litigation, and valuation professionals. While the discussion originated within TXCPA's Business Valuation & Forensics community, the perspectives and lessons below are intended to be practical and relevant for CPAs today.

In this edition of *Ask the Expert*, we speak with Jim Koerber, CPA/ABV/CFF, Managing Director at Eisner Advisory Group LLC in Hattiesburg, Mississippi. Jim has extensive experience in personal injury, wrongful death, and economic damages matters and is widely recognized for his practical approach and deep understanding of litigation services.

What are the most important takeaways CPAs should understand about personal injury and wrongful death work?

“It is a great opportunity to expand services in this area.

It is a unique area of litigation services — not as ‘cookie cutter’ as some think.

Since most cases settle, you are rarely deposed and have to testify.”

What is one of the most entertaining or memorable stories from your work that has stayed with you over the years?

“There are several.

I worked on a personal injury case where the plaintiff was a bookie.

I handled a wrongful death case where the decedent was an aspiring rap singer.

In a lost profits case in federal court in Mississippi, the Chicago attorney for the plaintiff handed me the defendant's financial statement, which was cut off at the bottom, and asked a question that immediately turned off the jury. I mentioned that the total came to a certain dollar amount.

He asked, ‘How do you know that?’

I replied, ‘Believe it or not, sir, in Mississippi, we can add — and we don’t have to take off our shoes to do so.’

We received a defense verdict.”

Do you have any suggestions for someone interested in entering the personal injury or wrongful death area of expertise?

“Find a forensic economist who is already doing this type of work and ask them to be a mentor.

Find an attorney who handles these types of cases and ask for guidance in understanding the case law for a particular jurisdiction.”

Have you ever been involved in a case that was widely known or had a lasting personal impact?

“I worked on a Texas case where an individual suffered burns over 90% of his body in an oil well accident. His wife and daughter had to go through counseling, and he endured extensive surgeries.

Later, he used part of the settlement proceeds to start a charitable organization that created opportunities for disadvantaged youth to play sports in his hometown. He passed away a few years ago.”

Beyond his client work, Jim is a prolific contributor to the forensic accounting profession. He regularly authors chapters on personal injury and wrongful death damage calculations for professional publications and practice aids and continues to educate CPAs and forensic professionals through presentations across the Gulf Coast and beyond.

Jim brings both technical expertise and humanity to his work — reminding practitioners that behind every calculation is a story, a family, and real-world consequences.

Context: Insights drawn from expert discussions within TXCPA’s Business Valuation & Forensics programming.