

## **THE COST OF CAPITAL – A PRACTITIONERS’ GUIDE**

The Society of Utility and Regulatory Financial Analysts (SURFA) is pleased to offer the Society’s primary cost of capital reference guide used in the Certified Rate of Return Analyst (CRRA) professional designation study program. This reference guide, written by David C. Parcell, covers a wide variety of cost of capital concepts, exploring in detail the primary cost of common equity models. The guide represents an exhaustive review of relevant literature and the academic studies on cost of capital over the past fifty years.

The guide does not recommend or endorse any cost of common equity model or technique. Instead, it explores each model’s assumptions, methodological basis, strengths / weaknesses, and implementation techniques.

Cost - \$50 for non-SURFA members

\$25 for SURFA members (all existing CRRA holders receive a complimentary copy)

plus \$10 shipping and handling

Virginia Residents add 5% sales tax.

[<< To order the Cost of Capital Guide – Click Here >>](#)

**ORDER FORM**

Name \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Telephone No. \_\_\_\_\_

SURFA Member \_\_\_\_\_ copies x \$25 = \_\_\_\_\_

Shipping \_\_\_\_\_ copies x \$10 = \_\_\_\_\_

VA Residents Sales Tax \_\_\_\_\_ copies x \$1.25 = \_\_\_\_\_

TOTAL \_\_\_\_\_

Non SURFA Member \_\_\_\_\_ copies x \$50 = \_\_\_\_\_

Shipping \_\_\_\_\_ copies x \$10 = \_\_\_\_\_

VA Residents Sales Tax \_\_\_\_\_ copies x \$2.50 = \_\_\_\_\_

TOTAL \_\_\_\_\_

Make checks payable to:

SURFA  
1051 East Cary St.  
Suite 601  
Richmond, VA 23219

For questions contact:

David C. Parcell  
(804) 644-4000