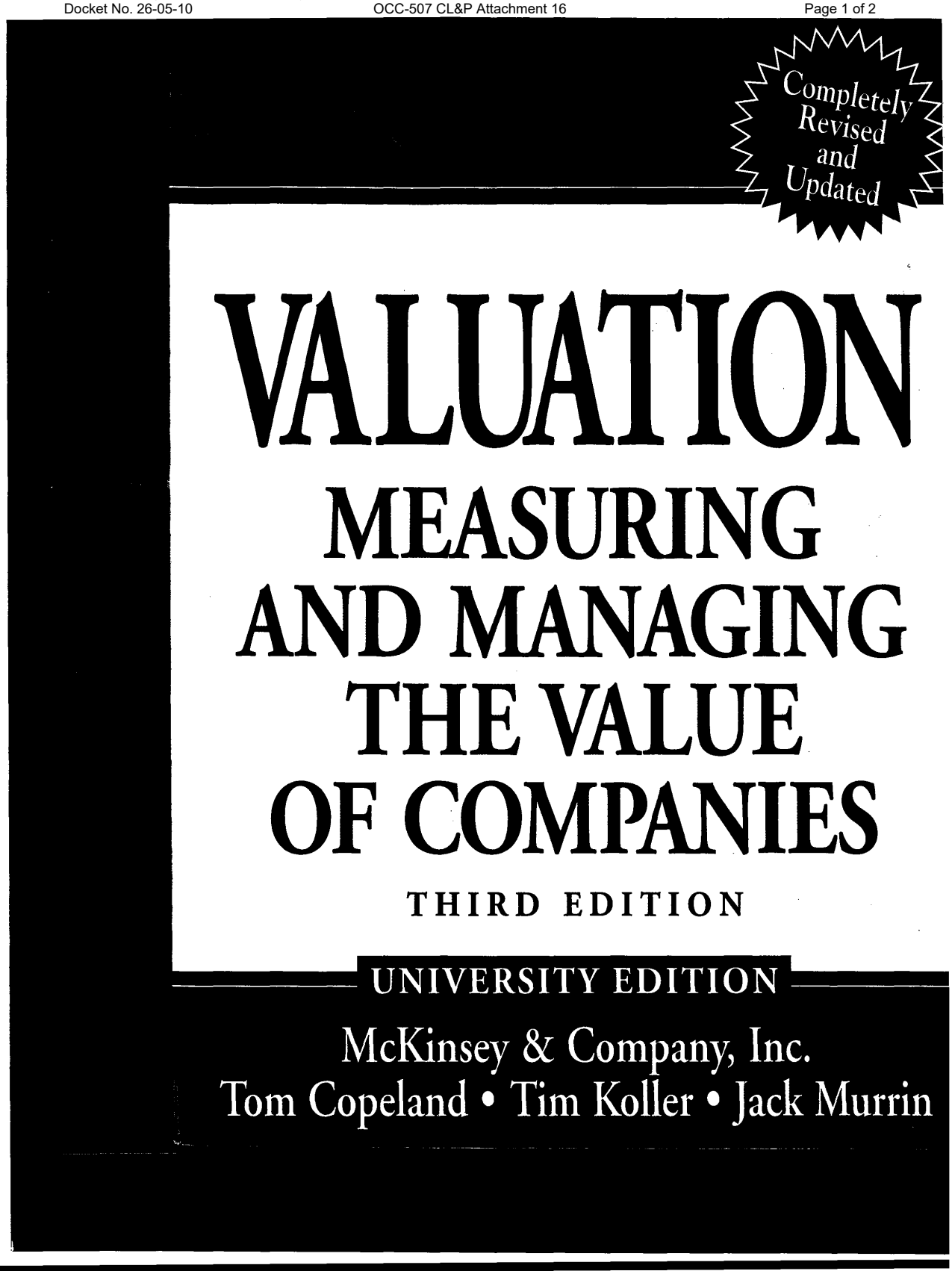

Completely Revised and Updated
VALUATION
MEASURING AND MANAGING THE VALUE OF COMPANIES
THIRD EDITION
UNIVERSITY EDITION
McKinsey & Company, Inc.
Tom Copeland • Tim Koller • Jack Murrin

$$k_p = \frac{\text{div}}{P}$$

where k_p = The cost of preferred stock
div = The promised dividend on the preferred stock
P = The market price of the preferred stock

If the current market price is not available, use yields on similar-quality issues as an estimate. For a fixed-life or callable preferred stock issue, estimate the opportunity cost by using the same approach as for a comparable debt instrument. In other words, estimate the yield that equates the expected stream of payments with the market value. For convertible preferred issues, option-pricing approaches are necessary.

STEP 3: ESTIMATE THE COST OF EQUITY FINANCING

The opportunity cost of equity financing is the most difficult to estimate because we can't directly observe it in the market. We recommend using the capital asset pricing model (CAPM) or the arbitrage pricing model (APM). Both approaches have problems associated with their application, including measurement difficulty. Many other approaches to estimating the cost of equity are conceptually flawed. The dividend yield model (defined as the dividend per share divided by the stock price) and the earnings-to-price ratio model substantially understate the cost of equity by ignoring expected growth.

The Capital Asset Pricing Model

The CAPM is discussed at length in all modern finance texts (for example, see Brealey and Myers, 1999, or Copeland and Weston, 1992).[6] These detailed discussions will not be reproduced here. (In this section, we assume that you are generally familiar with the principles that underlie the approach.) The CAPM postulates that the opportunity cost of equity is equal to the return on risk-free securities plus the company's systematic risk (beta) multiplied by the market price of risk (market risk premium). The equation for the cost of equity (k_s) is as follows:

[6] T. Copeland and J. Weston, *Financial Theory and Corporate Policy*, 3rd ed. (Reading, MA: Addison-Wesley, 1992); and R. Brealey and S. Myers, *Principles of Corporate Finance*, 5th ed. (New York: McGraw-Hill, 1999).