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13	HOMES, INC., a California	Hon. Jay C. Gandhi
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14	FINE HOMES SOCAL, INC., a	SERVICES SOUTHERN
15	California corporation, WINDERMERE SERVICES SOUTHERN	CALIFORNIA, INC.'S
16	CALIFORNIA, INC., a California	OPPOSITION TO DEFENDANT'S
17	corporation,	MOTION <i>IN LIMINE</i> TO EXCLUDE OPINION OF EXPERT
18	Plaintiffs,	PETER WROBEL RE: NET VALUE
19	i iamuns,	[DKT. 167]
	V.	D
20	WINDERMERE REAL ESTATE	Date: June 18, 2018 Time: 10:00 a.m.
21	SERVICES COMPANY, a Washington	Time: 10:00 a.m. Courtroom: 6B
22	corporation; and DOES 1-10	Courtooni. OB
23	Defendant.	[Concurrently filed with Declaration of
24		Kevin A. Adams]
25		Action Filed: September 17, 2015
		Pretrial Conf.: June 18, 2018
26		Trial: July 10, 2018
27	AND RELATED COUNTERCLAIMS	
28	THE RELATED COUNTERCEAUNG	
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Plaintiff Windermere Services Southern California, Inc. ("WSSC") hereby submits this Opposition to Defendant Windermere Real Estate Services Company's ("WSC") Motion *in Limine* to Exclude Opinion of Expert Peter Wrobel Re: Net Value (Dkt. 167) for the reasons set forth below:

I. INTRODUCTION

Plaintiffs' damages expert Peter Wrobel ("Wrobel") was tasked, in part, with identifying the damage to WSSC for the total loss of its area representation business resulting from WSC's numerous breaches of the parties' Area Representation Agreement ("ARA"). As this Court has already recognized, WSSC has asserted several claims for breach of contract (both express and implied) against WSC. [See Dkt. 164, p. 5.] These breaches by WSC gave rise to alternative theories of damages.

Under the first theory, WSSC alleges that WSC constructively terminated the ARA by depriving WSSC of its primary benefits under the ARA – namely, the ability to offer and sell Windermere franchises – by failing (and refusing) to register a Franchise Disclosure Document with the California Department of Business Oversight. [Dkt. 31, ¶¶ 135, 163(a), (f), (g), (h).] Under the second theory, WSSC alleges that WSC breached the ARA by failing to pay the "Termination Obligation" following WSC's termination of the ARA in accordance with Section 4 of the ARA. [*Id.*, ¶ 163(e).] If the jury finds for WSSC on its first

theory of damages (constructive termination), it does not need to reach the issue of damages under WSSC's second theory (failure to pay the Termination Obligation).

Until recently, WSSC has taken the position that, under both of its alternative theories of damages, the final damages figure must reflect a total loss of the business– *i.e.*, the fair market value of WSSC.¹ In Wrobel's Rule 26 report, he identified the fair market value of WSSC to be \$2,592,526. [Dkt. 168-2, Ex. 2, pp. 2, Schedule 2A; Declaration of Kevin A. Adams ("Adams Decl."), Ex. A).]

In April 2017, WSC's counsel took Wrobel's deposition. The deposition lasted more than four hours and resulted in 182 pages of deposition transcript. [Adams Decl., Ex. A.] During the deposition, Wrobel made clear that the \$2,592,526 amount represented the fair market valuation of WSSC less necessary adjustments. [Adams Decl., Ex. A, pp. 63:8-19, 81:13-82:6.] This final figure reflected damages under both of WSSC's theories of damages. [*See* Dkt. 168-2, Ex. 2, p. 2.]

Last month, this Court found that Wrobel's calculation of damages was not consistent with the language of the Termination Obligation. [Dkt. 164.] Because of this, WSSC does not intend to introduce Wrobel's damages calculation on its second theory of damages for failure to pay the Termination Obligation. However,

¹ In theory, the constructive termination of the ARA would result in the payment to WSSC of the fair market value of the total loss of the business, and damages under the Termination Obligation expressly require WSC to pay to WSSC its "fair market value" of its interest in the ARA.

and as noted by the Court in its ruling, WSSC's other contract claims – including its theory of damages for constructive termination – are not limited by the language of the Termination Obligation. [Dkt. 164, pp. 5-6.] Thus, WSSC intends to introduce Wrobel's damages calculation in support of those other contract claims.

WSC now seeks to exclude all of Wrobel's opinions concerning the valuation of the ARA because the opinions would be "unfairly prejudicial, will confuse the issues, and would mislead the jury." ² [Dkt. 167-1.] It is obvious that WSC's arguments fail to appreciate the relevance of WSSC's fair market value to both of WSSC's theories of damages. Moreover, and explained in detail below, Wrobel's identification and calculation of WSSC's fair market value was properly disclosed to WSC, and Wrobel's findings are highly relevant to WSSC's other contract claims. Accordingly, WSC's motion should be denied.

II. STATEMENT OF RELEVANT FACTS

The facts relevant to the instant *in limine* motion are straightforward. The relationship between WSC (franchisor) and WSSC (area representative) was governed by an Area Representation Agreement (hereafter, the "ARA"). [See Feasby Decl., Ex. 1.] WSSC contends that WSC breached numerous express and

² WSC also seeks to exclude Wrobel's opinions under Federal Rules of Evidence 702 and 703. However, these identical arguments were previously raised by WSC in a *Daubert* motion and rejected by Judge Manuel L. Real. [Dkt. 141.] For the reasons identified by Judge Real, WSC's arguments are inappropriate under FRE 702 and 703. For the convenience of the Court, a copy of Judge Real's order denying WSC's *Daubert* motion is attached to the Adams Declaration as Exhibit B.

implied terms in the ARA resulting in both the termination of the ARA and damage to WSSC. [Dkt. 130-1 (Proposed Final Pretrial Conference Order ("FPCO")).]

A. WSSC's Contract Claims

WSSC's claims for breach of contract (Count 3) and breach of the implied covenant of good faith and fair dealing (Count 4) arise out of WSC's numerous breaches of the express and implied terms of the ARA. [Dkt. 31 (First Amended Complaint) ¶¶ 11, 62-78.] These breaches by WSC can be summarized as follows:³

- Breach of <u>Section 2</u> of the ARA by failing to provide WSSC with the uninterrupted right to offer Windermere franchised businesses in Southern California;
- Breach of <u>Section 4</u> and in particular, Section 4.2 of the ARA by failing to pay WSSC the required "termination obligation" following WSC's termination of the ARA without cause;
- Breach of <u>Section 7</u> of the ARA by failing to promptly and diligently commence and pursue the preparation and filing of all franchise registration filings required under California law and/or the United States of America and in particular failing to maintain the registration of the Windermere Franchise Disclosure Document, thereby precluding WSSC from offering and selling any new Windermere franchises;
- Breach of <u>Section 10</u> of the ARA by depriving WSSC of its right to offer new Windermere franchises rendering it unable to collect initial franchise fees and continuing license fees from new franchisees;
- Breach of Ex. A, Sec. 3 of the ARA by terminating the ARA under

³ Each of WSSC's contract claims against WSC is set forth in more detail in the parties' FPCO, submitted to the Court on May 23, 2017. [Dkt 130-1 pp. 12-15.]

the pretense that WSSC was the "guarantor" of the franchise fees owed by the franchisees in the Southern California region;

- Breach of the implied covenant of good faith and fair dealing in the ARA by taking action to interfere with and damage many of the relationships between WSSC and franchisees in the Southern California region; and
- Breach of the implied covenant of good faith and fair dealing in the ARA by failing to act in good faith and conduct its business such that WSSC could receive the benefits of operating as the area representative.

[Dkt. 130-1 pp. 12-15.]

WSSC further contends that WSC's breaches of sections 2, 7, and 10 of the ARA, along with WSC's breach of the related implied terms of the ARA resulted in a constructive termination of the ARA. [See e.g., Dkt. 31 ¶ 110 ("[T]he notice of termination is rendered moot in light of WSC's conduct leading up to the January 28, 2015 date which resulted in a constructive termination of the Area Representation Agreement, without proper notice or just cause."); ¶ 116 ("WSC's unilateral termination of [WSSC's] right and ability to solicit and sell new Windermere franchises resulted in the premature, constructive termination of the Area Representation Agreement."); ¶ 135 ("WSC had constructively terminated the Area Representation Agreement eight months earlier [before the notice of termination was sent], when WSC failed to register the FDD and long before sending the notice of termination letter.").

In connection with the above contract claims, WSSC generally seeks "compensatory damages in an amount to be proven at trial." [Dkt. 31 ¶¶ 163-164, 170-171, Prayer for Relief, pp. 46-47.]

B. The Termination Obligation Identified In The ARA

As reflected above, one of the seven breaches advanced by WSSC is that WSC breached Section 4 of the ARA by not paying WSSC the "Termination Obligation" – identified in Section 4.2 – when it terminated the ARA.

The Termination Obligation expressly requires the terminating party to pay the terminated party "an amount equal to the terminated party's <u>fair market</u> value in the [ARA]." [Dkt. 168-2, Ex. 1, § 4.2 (emphasis added).] Further, Section 4.2 provides that:

The <u>fair market value</u> of the Terminated Party's interest in the Agreement will be determined by mutual agreement of the parties or, if unable to reach agreement, by each party selecting an appraiser and the two appraisers selecting a third appraiser. The <u>fair market value</u> of the Terminated Party's interest will be determined by the appraisers without consideration of speculative factors including, specifically, future revenue. The appraisers shall look at the gross revenues received under the Transaction during the twelve months preceding the termination date from then existing licensees that remain with or affiliate with the Terminating Party. The median appraisal of the three appraisers shall determine price, and each party agrees to be bound by the determination.

[Ibid. (emphasis added).]

Importantly, the Court has already found that only damages arising out of WSSC's claim for breach of Section 4 would be subject to the Termination

Obligation identified above. [See Dkt. 164, p. 5 ("IT]he Termination Obligation is but one measure of Plaintiffs' potential damages. Plaintiffs have several breach of contract claims based on the ARA (see Dkt. 31 ¶ 163); several of these claims involve provisions other than § 4.2; and the Termination Obligation only applies to termination under § 4.1(b).") (emphasis added); see also, p. 5 ("Plaintiffs also alleged other breaches of the ARA and that those breaches caused unspecified damages." (Citing Dkt. 31 ¶¶ 163(a), (e), (f), (g), (h), and (j), 164) (emphasis added).]

In other words, damages to WSSC for WSC's breach of the six other express and implied terms of the ARA would not be limited by the Termination Obligation in Section 4 of the ARA. In essence, these claims are pled in the alternative. [Dkt. 31, 163(e).]

C. Wrobel Provided Extensive Testimony On WSSC's Contract Damages

Plaintiffs retained Peter Wrobel ("Wrobel") to serve as their damages expert in the case. [Dkt. 168-2, Ex. 2.] Wrobel is a highly credentialed business valuation specialist and a distinguished expert in his field. [Adams Decl., Ex. A.] ⁴ He holds three degrees from UCLA: a bachelor's degree, master's degree, and a degree as a candidate in philosophy. [*Id.*, Ex. A, p. 12:18-22.] He also holds a master's degree

⁴ Attached as Exhibit A to the Adams Decl. is a complete copy of Wrobel's deposition transcript for reference by the Court.

from USC in business administration with an emphasis in accounting. [*Id.*, Ex. A, pp. 21-22.] Wrobel became a Certified Public Accountant in 1991, and has since been accredited in business valuation (ABV) by the American Institute of Certified Public Accountants, and also obtained the distinction as a Certified Fraud Examiner (CFE). [*Id.*, Ex. A, pp. 9:22-10:15.] He is currently a managing director at Berkeley Research Group, a global strategic advisory and expert consulting firm. [*Id.*, Ex. A, pp. 8:23-9:21.]

On September 16, 2016, Plaintiffs disclosed Wrobel's Rule 26 report. [Dkt. 168-2, Ex. 2.] In the report, Wrobel explains that he was "asked to calculate the amount of out-of-pocket damages, if any, suffered by [the Plaintiff entities] as a result of these certain alleged activities at issue in this matter." [*Id.*, Ex. 2, p. 1.] The report then goes on to identify four categories of damages. The first category – and the *only* category at issue here – shows the "Net Value of WSSC as of January 2015" to be "\$2,592,526." [*Id.*, Ex. 2, pp. 2, 6.] According to Wrobel, this figure reflects the damages to WSSC for WSC's termination of the ARA. [*Id.*, Ex. 2, pp. 2, Schedule A.]

Wrobel opined that WSC's termination of the ARA – constructive or otherwise – would allow for damages in an amount consistent with the fair market value of WSSC interest in the ARA. [Dkt. 168-2, Ex. 2, p. 2.] Specifically, Wrobel's report states:

It is my understanding that WSC effectuated a constructive termination of the [ARA] with [WSSC] by late summer 2014, and later provided [WSSC] a formal notice of termination in January 2015. In either event, it is my further understanding that the termination of the [ARA] was without cause. This termination triggered a clause in the [ARA] which provided for the terminating party to pay the terminated party "an amount equal to the fair market value of the Terminated Party's interest in the Agreement."

[Dkt. 168-2, Ex. 2, p. 2 (emphasis added).]

In April 2017, WSC's counsel took Wrobel's deposition. The deposition lasted more than four hours and resulted in 182 pages of deposition transcript.

[Adams Decl., Ex. A.] During the deposition, Wrobel testified, in great detail, about his damages calculations, the use of a discounted cash flow model to determine the appropriate fair market value of WSSC, the appropriate growth rate, applicable AICPA standards, alternative standards of value in valuing the business, among numerous other topics relevant to his calculation of damages for WSSC.

[See id.]

Additionally, Wrobel testified as to the difference between his final damages calculation and the fair market valuation that he believed to apply under the Termination Obligation. For instance, WSC's counsel and Wrobel had the following exchange:

Q: You are referring to damages, and I just want to be clear. The damages that you are talking about in this instance are the damages that as set forth in the termination obligation in the Area Representation Agreement?

A: Well, again, the termination or the area agreement deals with the fact that you need to calculate the fair market value. In this case, I did it as of January 2015. In terms of damages, there is one further adjustment that needed to be done, which is the fact that after 2015, January 2015, WSSC would have received some additional funds, and so those are being subtracted out to calculate what the damage number would be.

Q: So is the number reflected in your report the damages number or the termination obligation number under the Area Representation Agreement?

A: I guess both are reflected. <u>In my report it shows what is the fair market value</u>, and then a final adjustment was made to calculate what the damages related to that would be.

[Adams Decl., Ex. A, p. 81:13-82:6 (emphasis added).]

During the deposition, Wrobel explained that the language of the Termination Obligation was potentially confusing as it required the appraiser to identify the "fair market value" of WSSC's interest in the ARA but then contained limiting language that – if performed consistent with WSC's interpretation of the ARA – would not result in a value that reflected the fair market value of WSSC's interest in the ARA.⁵ [Adams Decl., Ex. A, pp. 55:17-56:4, 62:23-68:20.] Wrobel's testimony on this topic included the following exchange with counsel:

Q: Okay. It says, as we talked about before. "The fair market value of the Terminating Party's interest will be determined by the

⁵ This Court has already recognized that WSC was the drafter of the ARA, and held that any ambiguities in the language of the ARA "would be construed against [WSC], as the ARA's drafter." [Dkt. 164, p. 5 (citing *Masonite Corp. v. Pac. Gas & Elec. Co.*, 65 Cal. App. 3d 1, 8 (1976)).]

appraisers without consideration of speculative factors including, specifically, future revenue."

So you read that to mean that as long as the future revenues aren't speculative, they can be considered?

A: Well, yes. I mean, I think that is in order to do the valuation of a – of WSSC, a fair market value consideration of non-speculative factors, which include the future revenues, need to be incorporated into that analysis."

[*Id.*, Ex. A, p. 63:8-19.]

Ultimately, Wrobel opined that in order to properly determine the fair market value of WSSC's interest in the ARA, "you need to evaluate a lot of different factors." [*Id.*, Ex. A, p. 64:1-5.] If you do not account for these factors, "you will not get a fair market value" as required by the ARA. [*Id.*, Ex. A, p. 68:4-20.] And, the only way to reconcile the language of the Termination Obligation is to exclude "speculative future revenue" – not non-speculative future revenue. [*Id.*, Ex. A, pp. 63:8-64:24.]

D. The Court Finds The Language Of The Termination Obligation To Be Unambiguous

Despite Wrobel's stated inability to reconcile the "fair market value" requirement of the Termination Obligation with WSC's interpretation of the

⁶ It is reasonable to include future income into a fair market valuation of a business. *See e.g. California Shoppers, Inc. v. Royal Globe Ins. Co.*, 175 Cal. App. 3d 1, 61 (1985) ("It is axiomatic that the current market value of a business as a going concern includes the discounted present value of its estimated flow of future earnings.").

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27 28 remaining language of Termination Obligation, the Court has since found the language of the Termination Obligation to be unambiguous. [Dkt. 164.] WSSC recognizes this and understands that it is now precluded from offering Wrobel's stated damages calculation in connection with WSSC's claim for breach of Section 4 of the ARA. However, the Court made clear that its order was limited to WSSC's claimed breach of Section 4 of the ARA – not WSSC's six other contract claims. [*Id.* at 5-6.]

Through its instant motion, WSC now seeks to preclude Wrobel from introducing any opinions as to WSSC's breach of contract damages for all of WSSC's contract claims. [Dkt. 167-1.] For the reasons set forth below, WSC's motion should be denied.

III. WROBEL'S FAIR MARKET VALUE CALCULATION IS HIGHLY RELEVANT TO WSSC'S OTHER CONTRACT CLAIMS

WSC argues that Wrobel's calculation of the fair market value of WSSC is irrelevant in light of the Court's ruling on WSC's partial summary judgment motion. This position overstates the Court's decision – which expressly limited its holding to the calculation of damages for breach of the Termination Obligation – and ignores WSSC's claim that WSC constructively terminated the ARA. [See Dkt. 164, at 6.] As explained below, Wrobel's calculations are relevant to WSSC's contract claims that do not invoke the Termination Obligation -i.e., breach of

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Sections 2, 7, 10, and Ex. A of the ARA, along with breach of the implied terms identified in the First Amended Complaint. [Dkt. 31.] Accordingly, WSC's motion to exclude Wrobel's opinions under Federal Rule of Evidence ("FRE") Rules 401, 402, and 403 should be denied.

As stated above, WSSC's contract claims are based on two *alternative* theories of termination of the ARA. First, WSSC alleges that WSC breached the ARA by depriving WSSC of its primary benefit under the ARA – namely, the ability to offer and sell Windermere franchises – by failing (and refusing) to register a Franchise Disclosure Document with the Department of Business Oversight. [Dkt. 31, ¶¶ 135, 163(a), (f), (g), (h).] This resulted in a constructive termination of the ARA. *Id.* Second, and only if the jury does not find a constructive termination to have already occurred, WSSC alleges that WSC breached Section 4 of the ARA by failing to pay the Termination Obligation following WSC's termination of the ARA in accordance with Section 4 of the ARA. [*Id.*, ¶ 163(e).]

Under both of these alternative termination theories, Wrobel's damages calculations reflect the total loss of WSSC's business – *i.e.*, the fair market value of WSSC. The Court's finding that Wrobel's damages analysis did not follow Section 4 of the ARA does not render Wrobel's analysis any less relevant to the total loss of WSSC's business under its constructive termination theory of liability.

WSC's relevancy argument is misguided. The test of relevancy of an expert's testimony under FRE 401 is whether "it has any tendency to make a fact [of consequence] more or less probable than it would be without the evidence." Similarly, under FRE 702 and 403, expert testimony is admissible if it "speaks clearly and directly to an issue in dispute in the case, and that it will not mislead the jury." *Daubert v. Merrell Dow Pharm., Inc.*, 43 F.3d 1311, 1321 fn. 17 (9th Cir. 1995) (citing FRE 403 and 702). Here, there is a clear dispute about whether the ARA was constructively terminated by WSC outside of the termination provision set forth in Section 4 of the ARA. [See Dkt. 164 at 5.] Wrobel's damages calculation establishes the measure of damages under this theory of termination. As a result, it speaks clearly and directly to an issue in dispute in the case. WSC's relevancy argument is without merit.

WSC's request for exclusion of Wrobel's calculations under FRE 403 is a red herring and also should be rejected. WSC argues that Wrobel's calculation should be excluded under FRE 403 because the parties are limited to the Termination Obligation as a measure of damages, and any other calculation outside of the Termination Obligation would confuse the jury. [Dkt. 167-1 at 6:8-16.] Again, the Court has already found that WSSC is not limited to the Termination Obligation in a claim for breach of the ARA. [See Dkt. 164 at 5-6.] Moreover, in light of the Court's prior ruling on partial summary judgment, WSSC does not

intend to introduce any of Wrobel's opinions as to the proper calculation of damages under the Termination Obligation. There is simply no danger of misleading or confusing the jury on these issues. Accordingly, the potential for prejudice does not outweigh the relevance of Wrobel's calculations to WSSC's construction termination theory of liability. WSC's motion should be denied.

IV. WROBEL'S CALCULATION OF THE FAIR MARKET VALUE OF WSSC WAS PROPERLY DISCLOSED

WSC next argues that Wrobel's fair market value calculation should be excluded because his opinion was not disclosed in the Rule 26 report, and that the report cannot now be supplemented to add this purportedly new calculation of damages. WSC's supposed interpretation of Wrobel's report is incorrect.

As reflected above, the Rule 26 report shows that Wrobel has identified the fair market value of WSSC in order to identify the total loss of WSSC as a result of WSC's breaches of the ARA. The fair market value of WSSC reflected Wrobel's opinions on the damages for a total loss of WSSC under both the Termination Obligation and WSSC's constructive termination theory of liability. Wrobel's deposition testimony further supports this conclusion. [*See e.g.*, Adams Decl., Ex. A, p. 81:13-82:6.]

There is no need for Wrobel to supplement his report to again express these same calculations as WSSC's damages for the constructive termination. Similarly,

WSC cannot claim "surprise" by the inclusion of Wrobel's fair market valuation of WSSC's damages at trial. As reflected above, WSC spent the majority of Wrobel's deposition inquiring about his valuation of WSSC. [See generally Adams Decl., Ex. A, pp. 10:2-13, 62:9 – 63:6, 72:17 - 82:6.]

Moreover, nearly a year ago – on April 17, 2017 – WSC filed a *Daubert* motion seeking to exclude Wrobel's testimony *making the same arguments it makes here*. [Dkt. 103-1.] In denying its motion, Judge Real found that "Defendant's critiques are repeated factual challenges appropriately raised on cross examination." [Dkt. 141 at 4.] Similarly here, WSC should attack Wrobel's calculations and bases on cross-examination, not by seeking a wholesale exclusion of these calculations through an *in limine* motion.

In sum, there is no need for WSSC to submit a new expert report now.

Because Wrobel's damages calculation correctly accounts for the total loss to

WSSC's business resulting from the constructive termination of the ARA by WSC,

those calculations are highly relevant to this case and should not be excluded.

Thus, WSC's motion should be denied.

V. <u>CONCLUSION</u>

As explained above, WSC was fully apprised of Wrobel's fair market valuation of WSSC and WSSC's use of that figure as its total loss damages in the case. This was identified in Wrobel's Rule 26 Report and, in more detail, during

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his deposition. WSC's counsel had opportunity to (and did, at length) question Wrobel as to these fair market value calculations under WSSC's constructive termination theory of liability. Wrobel's fair market value calculations are highly relevant to WSSC's constructive termination theory of liability and it would be severely prejudicial to WSSC for these opinions of Wrobel to be excluded from trial. Accordingly, WSSC respectfully requests that the Court deny WSC's motion in limine to exclude Wrobel's testimony re: net value.

Dated: May 9, 2018

MULCAHY LLP

By: /s/ Kevin A. Adams Kevin A. Adams Attorneys for Plaintiffs/Counter-Defendants Bennion & Deville Fine Homes, Inc., Bennion & Deville Fine Homes SoCal, Inc., Windermere Services Southern California, Inc., and Counter-Defendants Robert L. Bennion and Joseph R. Deville