

Documentation Needed for Marketing

The degree of SUCCESS when selling a business lies heavily upon the communication of complete and accurate information from the Broker to potential Purchasers. It is important that the Broker be provided all available information requested in order to insure preparation of a professional and complete sales presentation for your business. The following items identified with a check only are necessary to prepare your package. As soon as the Broker receives the information, your business Valuation and sales package will be prepared, and full marketing efforts will begin. **PLEASE PROVIDE AS MUCH OF THIS INFORMATION AS POSSIBLE.**

1) FINANCIAL DOCUMENTATION:

- a. Past 3 year(s) tax returns
- b. Year-end Income/Loss Statements
- c. Sales & Expenses for the past 3 year(s)
- d. Name & phone number of your Accountant. (if not found on financial statements)

(This information is kept highly confidential under fiduciary responsibilities).

2) FACILITY INFORMATION:

- a. Copy of Lease and/or deed.
- b. Complete list of all **FURNITURE, FIXTURES and EQUIPMENT** owned outright or to be transferred to Purchasers. **Exclude** personal property not intended to sell with business.
- c. List separately other assets that are **not** owned (specify “borrowed” or “leased”).
- d. Any appraisals done on building or property.

***Important – Leased equipment must be listed separately. Provide copies of leases. Please include make, model, year and mileage of all vehicles.*

3) BUSINESS OPERATIONS:

- a. List of all **ONGOING** customer accounts.
- b. Identify your top five customers. If possible, what percentage of overall revenue do they generate? *(This information is kept confidential).*
- c. List your businesses major suppliers.
- d. List all personnel; their role in the business, how long they have been employed and rate of pay or salary for most recent twelve month period (include yourself).
- e. List of all major creditors and balances owed to each.
- f. Any ongoing or upcoming contractual agreements to be assumed by purchasers (Franchise agreement, distribution rights, employment contracts, equipment leases, security or phone system, etc.

4) MARKETING MATERIALS: Provide the following items as they may apply:

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| a. Price lists | d. Franchise packet |
| b. Service list | e. Company brochure |
| c. Menu | f. Product lists |