

- INFORMATION REQUEST LIST (2)**
1. The Monthly Profit and Loss & Balance Sheet downloads from quickbooks or accounting system for the last 3 years.
 2. Last 3 tax returns
-

QUESTIONS (27)

GENERAL (8)

1. Are you the original owner – if not who founded the business and how did you become involved?
 2. Do you own 100% of the business? If not could you share the ownership of the company?
 3. How many staff do you employ could you split this by full time staff and contractors?
 4. Are there any open lawsuits with the business? Or any recent (last 3 years) major insurance claims, regulatory inquiries or issues with suppliers, customers, etc.?
 5. Would any major customers or suppliers stop doing business with the company if you sold it? If so who?
 6. What has been the impact of the lockdowns on sales and business operations?
 7. What roles do the owners fill in the company? Which of these roles can be taken over by the existing staff?
 8. Are any of the employees or contractors of the business members of any trade union? If so please describe.
-

COMPETITION (2)

1. What is the company's competitive edge, how do you stand out?
 2. Are you more or less expensive than your competition, why?
-

FINANCIAL (5)

1. Are any one-off events or items that show up in your company's financials, if so please could you tell us about them?
 2. Are you more or less profitable than the average company in your space. Why?
 3. Has your company grown faster or slower than the industry? Why do you think that is?
 4. Are there any optional lifestyle expenses that are on your books that a new buyer wouldn't have to pay for?
 5. Does the company have any loans/lines of credit, if so what are the terms (amount, interest rate, length of time)
-

CUSTOMERS (3)

1. How do you get most of your business?
 2. What problems are you fixing for your customer?
 - Will more or less people have this problem over time?
 - How else can customers fix their problem other than using your company or a competitor?
 3. What % of revenue do your top 5 customers make up?
-

SALES (4)

1. Who manages your company's website & digital marketing presence?
 2. How much does your company spend on advertising & marketing each month?
 3. How do you get customers (marketing, inbound, sales team, distribution channels) and which are the most successful?
 4. Who determines pricing and handles unique pricing decisions?
-

PROSPECTS FOR THE FUTURE (5)

1. Where is the most potential for growth?
2. What are the greatest risks?
3. How do you feel the company would perform in a recession? How did the company fare in the last recession if around (2008)?
4. What is the industry outlook?
5. Who are the critical staff & how would they react to an acquisition?