

Buyer Profile



SUNBELT®
BUSINESS SALES
& ACQUISITIONS

Office: 781-932-7355
Fax: 781-932-7354

Broker:		Date:	
Contact Information		Misc. Information	
First Name:		How long looking :	
Last Name:		Marital Status:	
Address Town:		Spouse Name:	
		Full time/Part time :	
City Town:		Time Frame to Buy:	
State County:		Amount to Invest: \$	
Zip Postcode:		Money Expected: \$	
Home Phone:		Source of Funds:	
Cell Phone:		Source of buyer:	
Business Phone		Rating:	
Fax:		Home Equity Available	
Email:		Retirement Funds Available	
Background and Comments			
Current Occupation:			
Previous Business Experience:			
Motivation for buying a business:			
Types of businesses preferred:			
Types of businesses NOT preferred:			
Will you personally work in the business:			
Other comments:			
Preferred Location / Distance Willing to travel:			
Type of Buyer			
<input type="checkbox"/> Strategic Buyer <input type="checkbox"/> Financial Buyer <input type="checkbox"/> Individual Buyer <input type="checkbox"/> Foreign Buyer			
<input type="checkbox"/> Looking for partner <input type="checkbox"/> Absentee Owner			
Other information			
<input type="checkbox"/> Interested in Investments <input type="checkbox"/> Interested in Franchise <input type="checkbox"/> Would borrow against Home Equity to buy a business			
<input type="checkbox"/> Would like information on using retirement funds <input type="checkbox"/> Will need Financing (seller or SBA)			

Industry Preferences

(check all that apply)

Distribution

- Check for all Distribution
- Building Materials
- Electrical Components
- Food Products
- General
- Industrial Supplies
- Janitorial
- Medical Equipment
- Distribution – Misc. _____

Food & Drink

- Check for all Food and Drink
- Bagel Shop
- Bakery
- Bar
- Bed & Breakfast
- Breakfast & Lunch
- Beer & wine store
- Catering
- Coffee Shop
- Deli
- Diner
- Ethnic Restaurant
- Fast Food Restaurant
- Fine dining
- Food-other
- Pizza Restaurant
- Other Restaurant type
- Restaurant Upscale
- Subshop
- Food & Drink: Other _____

Manufacturing

- Check for all Manufacturing
- Apparel
- Electrical
- Fabricated Metal
- Food Products
- Furniture
- Stone, Clay, Glass products
- Leather products
- Industrial Supplies
- Injection Molding
- Lumber & wood
- Machine Shop
- Medical Equipment
- Rubber & Plastic
- Manufacturing – Misc. _____

Auto Related

- Check for all Auto Related
- Auto Body Repair
- Auto Detailing
- Auto Lube Shop
- Auto Muffler
- Auto Parts
- Auto Repair
- Auto Transmission
- Car Rental
- Car Wash
- Gas Service Station
- Limo Service
- Dealer – New Cars
- Dealer – User Cars
- Taxi Cab
- Truck Stop
- Auto Related Misc. _____

Retail Trade

- Check for all Retail
- Antique Store
- Appliance Store
- Arts and Crafts Store
- Bookstore
- Bridal Shop
- Bicycle Shop
- Card Shop
- Carpet Store
- Cellular Store
- Children Shop
- Cigar Store
- Clothing Store
- Computer Sales
- Convenience store
- Donut Shop
- Drug Store
- Fabric Shop
- Flower Shop
- Fresh Produce Shop
- Furniture Store
- Garden Center
- Gift Store
- Golf Shop
- Grocery Store
- Hardware Store
- Health Food Store
- Hobby Shop
- Ice Cream Shop
- Jewelry Store
- Liquor store
- Men's Clothing Store
- Motorcycle – dealership
- Music Store
- Nursery

- Office Equipment
- Pet shop
- Shoe Store
- Sporting Goods store
- Tire Store
- User Furniture
- Vending
- Women's Clothing Store
- Retail – Misc. _____

Services

- Check for all Services
- Acctng/bkkeeping Practices
- Adult Day Care Center
- Appliance Repair
- Appraisal Service
- Assisted Living
- Beauty Salons
- Billiards
- Boat Marina
- Bowling Center
- Building Maintenance
- Call Center
- Candy Store
- Carpet Cleaning
- Check Cashing
- Chiropractor
- Collection Agency
- Commercial Cleaning
- Computer Services
- Day Care Center
- Deliver Service
- Dental Practice
- Direct Mail
- Dry Cleaners
- Electrical
- Employment Agency
- Engineering (or Architectural)
- Equipment Rental
- Event Management
- Film Processing
- Fitness Center
- Funeral Home
- Glass Shop
- Golf Course
- Health Service Other
- Hotel and Motel
- Insurance Agency
- Interior Design
- Janitorial Service
- Laundromat
- Marina
- Medical Practice
- Min Self Storage
- Miniature Golf
- Movie Theatre

Services (Cont..)

- Newspaper
- Nursing Home
- Optical Practice
- Packaging & shipping
- Personnel Agency
- Photography
- Physical Therapy
- Picture Framing
- Pool Service
- Printing Shop
- Property Management
- Publishing
- Real Estate Agency
- Rental Store
- Resort
- Sign Shop
- Tanning Salon
- Temporary Staffing
- Travel Agency
- Tree Service
- Veterinarian
- Video and TV Repair
- Waste Management
- Woodworking
- Services: Misc. _____

Construction/Contracting

- Check for all Construction
- Heating & Plumbing contractor
- Roofing Contractor
- General Building Contractors
- Heavy Construction Contractors
- Special Trade Contractors
- Cons/Cont Misc. _____

Technology

- Check for all Technology
- E-Commerce
- Internet Service Providers
- Software Company
- Telecommunications
- Outsourcing Company
- Technology Misc. _____

Other:

- _____
- _____
- _____
- _____



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Personal Financial Information

Name: _____ Broker: _____

<i>ASSETS</i>		<i>LIABILITIES & NET WORTH</i>	
Cash In Banks (itemize)	\$	Notes Due Banks and Others (itemized)	\$
	\$		\$
	\$		\$
Marketable Stocks & Bonds	\$	Taxes Payable	\$
	\$		\$
Life Insurance Cash Surrender Value	\$	Loans	\$
	\$		\$
TOTAL CURRENT ASSETS	\$	TOTAL CURRENT LIABILITIES	\$
	\$		\$
Real Estate Owned	\$	Real Estate Mortgages	\$
Other Assets	\$	Other Liabilities	\$
	\$		\$
Retirement Accounts	\$		\$
IRAs	\$	TOTAL NON-CURRENT LIABILITIES	\$
401k	\$	TOTAL LIABILITIES	\$
TOTAL NON-CURRENT ASSETS	\$	NET WORTH	\$
TOTAL ASSETS	\$	TOTAL LIABILITIES & NET WORTH	\$

SOURCE OF ANNUAL INCOME

Salary _____
 Bonus and Commissions _____
 Dividends _____
 Other Income _____

TOTAL

ESTIMATE OF ANNUAL EXPENSES

Mortgage Payments _____
 Automobile Payments or Lease _____
 Insurance Premiums _____
 Other Expenses _____

TOTAL

Signature: _____

Signature: _____



Things a buyer should understand;

- Businesses sell for human reasons
- Banks rarely finance business acquisition because of the following;
 - Tax returns
 - Limited collateral
 - Owner is primary asset
- Buyers must focus on top-line sales and cash flow, lifestyle of seller
- Top line sales trend and reasons behind trend
 - Down trending not necessarily bad
- Cash Flow
 - Businesses valued and sold on multiples of cash flow
 - EBITDA + owner's economic benefit = cash flow
- Business Value
 - 1.5 to 4.0 x cash flow > most sell for 2 – 3 x cash flow
 - Businesses in manufacturing, with proprietary information, and/or intellectual property may demand double digit multiples
 - Explanations
- Seller Financing - combination of down payment & promissory note
 - Down Payment = 20 – 40% of price
 - Down Payment often = 1.0 – 1.25 x cash flow
 - Promissory Note > 3,5,7 years at 7 – 8% interest
 - Secured by assets of business
- Highly Negotiated Process