

## **WHAT WE'LL NEED FROM YOU**

Depending on the size of the business, a multitude of documents and information must be assembled to properly plan a sales campaign and prepare an informative and effective offering memorandum. The larger the business, the larger the information needs.

Information we will need to be effective as your Intermediary include:

### **Business Summary and Historical Overview Documents Pertaining to:**

- Products, services, markets, customers
- Shareholders and ownership percentages
- Date the business was founded and by whom
- Brief history of the business from inception to present
- Major accomplishments
- Business plans and valuation documents
- Brochures and marketing materials

### **Competitive Profile Documents such as:**

- Size of market and company market share
- Geographical market served
- Information on major competitors
- Barriers to entry
- Major changes in the industry

### **Financial Information including:**

- 3-5 years of historical financial statements and tax returns
- Current year-to-date financial statements
- Working capital requirements and ratio analyses

### **Employment Related Documents such as:**

- Policy and procedure manuals
- Employee handbooks
- Position descriptions
- Organization charts
- Employment contracts
- Fringe benefits and bonus plans
- Management compensation plans

**Facilities and Asset Information:**

- Complete listing of machinery and equipment
- Book value, replacement value and general condition of machinery and equipment
- Plant utilization and opportunity for expansion
- Annual capital expenditure needs
- Copies of any leases

**SWOT Analysis Related Documents:**

- Strengths
- Weaknesses
- Opportunities
- Threats

It takes time to prepare a thorough offering memorandum so the faster the information can be assembled, the faster the business can be marketed. Even if all the information is not included in the memorandum, it will be ready for the buyer's review while conducting due diligence. CAA as your intermediary can guide you through the process. To get you started, review our **Seller's Questionnaire**.

**YOU CAN FOCUS ON RUNNING YOUR BUSINESS.  
CAA WILL FOCUS ON ITS SALE.**