



**YES!**

I'm interested in a rate quote that could put thousands of extra \$\$\$'s in my pocket when I sell my business!

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Phone: \_\_\_\_\_ e-mail: \_\_\_\_\_

Send completed form to Dave Long at:

Fax : 928 441 1980 e-mail: [sunbelt1@cableone.net](mailto:sunbelt1@cableone.net)

Sunbelt Business Brokers, 143 N. McCormick, Ste 102, Prescott, AZ 86301

# Owner's Interview Form

Good news! If your business has been around for more than two years, you're most likely qualified to take advantage of our exclusive "good business" discount program. This program can save you many thousands of dollars off our standard service fee,

## What to do:

**Step 1:** Simply complete this interview form by selecting the answer that seems most correct for your business. Please answer every question and select only one answer for each question. Please circle your answer. And relax! It's not a test and there are no wrong answers. Your participation can save you thousands and help us to serve you better. (Estimated time: 5 minutes)

**Step 2:** Include this form in the return envelope with your financial data.

**Step 3:** We'll calculate your qualified discount and present you with a customized proposal for you and your business.

## Interview Questions

1. Do you use an accountant to prepare your year end financial reports?  
a. Yes b. No
2. Will you provide financial reports (P & L, Balance Sheet, & Federal Tax Return) for the last three completed fiscal years or for the years that apply if you have been established less than 3 years? a. Yes b. No
3. Will you provide interim financial reports (P & L and Balance Sheet) for the current fiscal year? a. Yes b. No
4. How many years have you owned this business?  
a. less than 1 b. less than 3 c. 3 to 5 d. 5+ to 10 e. 10+
5. How many years has this business operated using the current name & location? a. less than 1 b. less than 3 c. 3 to 5 d. 5+ to 10 e. 10+
6. What is the competitive situation in your market area?  
a. none b. light c. typical d. heavy e. saturated
7. What do you think your competitive ranking is in your market area?  
a. #1 b. #2 c. #3 d. less than #3 but in the top 50% e. Unknown

(Interview Questions Continued)

8. What is the total Sales Revenue for last year?  
a. less than \$100K b. \$100K+ to \$200K c. \$200K+ to \$400K d. \$400K+ to \$800K e. \$800K+ to \$1.2M f. \$1.2M+ to \$2M g. \$2M+.
9. What is the trend of the Sales Revenue over the last three years?  
a. Strongly up b. Up c. Flat d. Up & Down e. Down f. Strongly down
10. Have you had a formal Business Valuation in the last 12 months?  
a. Yes b. No
11. In cash and benefits, what was the total compensation to the owners that was taken from the business last year?  
a. less than \$40K b. \$40K+ to \$75K c. \$75K+ to \$100K d. \$100K+ to \$150K e. \$150K+ to \$250K f. \$250K+ to \$500K g. \$500K+.
12. What would you estimate the total compensation to a new owner will be? Factor in payments to employees that might be necessary if one person can't cover all the tasks now performed by current owners.  
a. less than \$40K b. \$40K+ to \$75K c. \$75K+ to \$100K d. \$100K+ to \$150K e. \$150K+ to \$250K f. \$250K+ to \$500K g. \$500K+.
13. What is the trend of the total compensation to owners over the last three years?  
a. Strongly up b. Up c. Flat d. Up & Down e. Down f. Strongly down
14. How is the total compensation to owners this year comparing to last year?  
a. Much less b. Less c. Same d. More e. Much more
15. How much of the Selling Price are owners willing to carry?  
a. 0% b. 1% to 10% c. 11% to 20% d. 21% to 30% e. 31% to 40%  
f. 41% to 50% e. 50%+
16. How much revenue growth is realistically possible over the next two years if the new owner were to invest some money into growth?  
a. Unknown b. 1% to 10% c. 11% to 25% d. 26% to 50% e. 51% to 100%  
f. 100%+

17. How much money would you estimate that the new owner would need to invest to achieve that potential growth? (Express amount as a % of company's gross revenue for last year)

- a. Unknown
- b. 1% to 5%
- c. 6% to 15%
- d. 16% to 25%
- e. 26% to 50%
- f. 51%+

18. What is the most important competitive advantage that your business enjoys and can sustain?

- a. Excellent location
- b. Exclusive products
- c. Patents
- d. 1<sup>st</sup> in Market
- e. Best Pricing
- f. Other
- g. None

19. Are there human resources or suppliers, critical to the business, not easily replaced?

- a. No
- b. Yes

20. How suitable is the current facility for future company use?

- a. Too expensive
- b. Good growth reserve
- c. At capacity now
- d. Cramped capacity now
- e. Must expand now

21. How suitable is the current location for future company use?

- a. Too expensive
- b. Good with hi growth
- c. Good
- d. Marginal
- e. Must relocate

22. How suitable is the current operating assets for future company use?

- a. More than needed
- b. Good growth reserve
- c. At capacity now
- d. Cramped capacity now
- e. Must expand now

23. How expensive would it be for a new competitor to get into this type of business?

- a. Minimal cost
- b. Moderate cost
- c. High Cost
- d. Very High Cost

24. How would you describe the new owner's role, other than normal owner responsibilities?

- a. Investor
- b. Executive/Professional
- c. Direct Salesperson
- d. Technician
- e. Supervisor
- f. Tradesperson
- g. General Worker

25. How would you describe the eye appeal of your business?

- a. Extraordinary
- b. Excellent
- c. Above average
- d. Average
- e. Below average
- f. Negative

26. Is the current workforce able to continue day-to-day operations without the current owners?  
 a. Yes   b. Yes, with some management guidance   c. Yes, with considerable management guidance   d. No.
27. How many hours per week will a new owner need to apply to the business after they've ramped up?  
 a. 10 or less   b. 11 to 20   c. 21 to 30   d. 31 to 40   e. 41 to 50   f. 51 to 60   g. 61+
28. How long will it take a new owner to ramp up to effectively run this business?  
 a. 2 weeks   b. 4 weeks   c. 8 weeks   d. 3 mos   e. 6 mos   f. 6+ mos
29. How difficult is it to find a person with necessary skills needed to be the new owner?  
 a. very easy   b. easy   c. moderately hard   d. hard   e. very hard

### General Information About Your Business

1. What do you estimate to be the fair market replacement value of the furniture, fixtures, and equipment (include vehicles) used in the business?  
 \$ \_\_\_\_\_.
  
2. How many square feet of space does your business use?  
 Bldg #1: \_\_\_\_\_ sf of (leased / owned) space.  
 Bldg #2: \_\_\_\_\_ sf of (leased / owned) space.  
 Bldg #3: \_\_\_\_\_ sf of (leased / owned) space.
  
3. Is real estate included in the sale?   Yes   No
  
3. If yes, what do you estimate its market value to be? \$ \_\_\_\_\_
  
4. If yes, approximately how much land? \_\_\_\_\_ acres
  
5. If no, what is the your current monthly total rent? \$\_\_\_\_\_.

6. What is the expiration month & year of your lease? (mm/yy)  
\_\_\_\_\_ .
7. Is inventory to be included in the sale price? Yes No
8. If yes, how much? \$\_\_\_\_\_ . If no, approximately how much would purchaser expect to pay for at closing \$ \_\_\_\_\_ .
9. Are there any significant intangible or intellectual assets included in sale? If yes, approximate value \$ \_\_\_\_\_ and description  
\_\_\_\_\_ .
10. Is trade name to be included in sale? Yes No
11. Business is organized as: a. Sole Proprietor b. Partnership  
c. C Corp d. S Corp e. LLC If entity, formed in which State? \_\_\_\_\_.

By signature below I confirm that the information provided on this five page Interview Form is correct to the best of my belief and understanding.

\_\_\_\_\_  
Sign

\_\_\_\_\_  
Title

\_\_\_\_\_  
Print

\_\_\_\_\_  
Date

This document was created with Win2PDF available at <http://www.daneprairie.com>.  
The unregistered version of Win2PDF is for evaluation or non-commercial use only.