

Guideline to Educate the Buyer on ALL Critical Details

The Sellers' Guideline to Educate the Buyer Checklist

- NDA
- Confidentiality Agreement  
Not to discuss the sale with Anyone
- Obtain Buyer's financials and qualify
- Explain the Skill Sets, Licenses and Permits that are needed to run your business
- Upon qualifying a Buyer, give Buyer the Seller's CIM
- Touring the Business
- While touring the Business, remind Buyer to not talk to the employees about the sale of your Business
- Educate the Buyer on the Value Drivers (ST 6P's)<sup>™</sup>
- Educate them on all the intricate details of the LOI and the POA
- Remind the Buyer that 10% of the purchase price is due when completing the LOI or POA
- Educate them on Due Dilligence

## Educate Buyer on the Following:

- Financing Options
- Seller Financing
- Making an Offer
- Asset Sale or Stock Sale
- Completing Due Dillgence
- Closing Attorney
- Closing Documents
- Taking Inventory
- FF&E
- Seller Training and Non Compete
- Closing Transfers
- Intellectual Property
- Accounts Receivables
- Accounts Payables
- Working Capital
- Franchise Transfer (if applicable)
- Obtain Lease
- RE with Appraisal includes Enviromental and Inspections
- Utilities
- Insurance
- Taxes
- Bank Accounts
- Credit Card Machines
- Telling the Employees
- Informing the Customers
- Informing Vendors
- Licenses and Permits