

CFOne Business Brokerage Services Summary Sheet

Who We Are:

CFone Advisory is a network of business professionals who provide one-to-one professional advisory services in business brokerage and representation.

- Combined 25+ year experience
- professionals services include: *merger / acquisition analysis*
business valuation
deal structuring
financing
legal and tax issues
business transfer

National Network:

The CFone affiliated business broker network has access to over 450 affiliated offices nationwide representing buyers and sellers of all industries.

Confidentiality Guidelines:

- All correspondence (verbal and written) between seller and the CFOne Advisory to be held in strict confidence.
- No information will be shared with third parties without consent from the seller.
- Confidentiality is bound by “Broker’s Confidentiality Agreement”, which includes any potential buyers who may be interested in your business.

Selling Process:

Step 1: we use our Business Information Organizer to collect vital information about your business, which will then be analyzed through our database of similar businesses.

Objective: this will give you a top-level assessment of industry-wide performance and business valuation.

Step 2: we recast the business balance sheets and income statements (or in many cases, the owner’s tax returns) to reflect the economic performance of the business.

Objective: to report the fair market value of assets and discretionary income. This is what buyers will need to their buy assessment.

Step 3: we will complete a valuation report for your business

Objective: to justify the selling price.

Step 4: we prepare a Confidential Memorandum to enhance the presentation of vital business information when making presentation to prospective buyer(s).

Note: Steps 1-4 are complimentary services to the seller at **no cost or obligation**. It is at this point where an agreement is negotiated to pursue the next steps.

Step 5: we develop a marketing plan for the following regions:

- DC – northern Virginia
- central Virginia
- mid-Atlantic
- national

Marketing plan to include:

- local and national listing through the Business Broker Network
- web site listings: regional and national
- targeted Direct Marketing campaigns
- other

Step 6: we screen all buyers that express interest in your business.

Screening Criteria:

- financial capacity to buy
- references check
- buyer profile
- buyer confidentiality agreement

Buyers who meet criteria will be able to view the following in respective order:

1. Business profile: summary information of business (no identity of location or business name)
2. Confidential Memorandum: upon written consent by the seller

Step 7: we encourage the buyer to submit a former Offer to Purchase.

Step 8: we meet with seller to view buyer offer. If seller agrees to structured offer, CFOne Advisory will facilitate the buyer's further examination of business (due diligence process).

Step 9: we arrange closing and assist buyer in structured financing.