

Buyer Profile Outline

1. Background:
 - Born and raised in area
 - Education
 - Job history
 - Business success and failure
 - Copy of Biography
2. Areas of expertise:
 - Impact on the business
 - Expertise that is the driver of the Business
3. Financial situation:
 - How much liquid cash
 - Capacity to borrow
4. Income to generate:
 - How much do you need to make
 - Want to make
5. Plan to hire own people:
 - Intent to grow the business with new staff/ be careful of exodus
 - Retain previous staff
6. Time frame for Buying:
 - Money driven committed to buy when you find the right business
 - Will move forward with a Letter of Intent or Purchase offer
7. Reason for looking for a business:
 - Looking for a solid business to be actively involved
 - Use strengths to grow the business
8. Affordable:
 - All Cash deal
 - Seller financing
 - Banker Financed
9. Partners:
 - Active partners,
 - Financial partners
 - Other decision makers or advisors
10. Persuasion capacity:
 - Sell the owner on the idea of owning the business that you are bright, competent, high energy, aggressive and personable