

Business Overview

- Business name, address, and contact info
- Legal structure (LLC, S-Corp, etc.)
- Years in operation
- Brief company history
- Mission and core products/services

Financial Snapshot


- Annual revenue (last 3 years)
- Estimated EBITDA or net profit
- Main revenue streams
- Top 3 expenses
- Any current debts or liabilities

Team Structure

- Total number of employees
- Key roles and leadership team
- Any outsourced or contract staff

Customer Base

- Main customer types or industries served
- Customer concentration (top clients % of sales)
- Sales process or channels (retail, B2B, online)

 Assets & Operations

- Owned or leased property/equipment
- Software, tools, or systems used
- Logistics and distribution methods

 Goals & Exit Planning

- Reason for considering sale or transition
- Ideal timeline
- Preferred outcomes (cash, phased handoff, etc.)

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