

# Business Insights Fact Finder

Please complete this brief form to get insights on how to better protect, grow, and plan for your business.

**Business Name:**

**Tax Structure:**

**Industry:**

  
  
  


**We are here to help**

✉ Contact your financial professional with questions

*Private & Confidential*

# Earnings

Reference your profit/loss and income statements to provide a picture of the earnings of the company.

Work with your accountant and advisor to identify **Adjustments to Normalize Earnings**.\*

Profit & Loss

Year 1: \_\_\_\_\_

Year 2: \_\_\_\_\_

Year 3: \_\_\_\_\_

Revenue

\$

\$

\$

Cost of Goods Sold

\$

\$

\$

Operating Expenses

\$

\$

\$

Non-Operating Expenses

\$

\$

\$

Interest Expense

\$

\$

\$

Depreciation

\$

\$

\$

Amortization

\$

\$

\$

Net Income

\$

\$

\$

Adjustments to normalize earnings

\$

Annual profit sharing, excess owner compensation, charitable contributions, and other discretionary expenses may be added back to better reflect true earnings.

# Assets & Liabilities

Please provide balance sheet data from the most recent year available.

## Assets

### Most recent year

**Cash and Cash Equivalents**

\$

**Accounts Receivable**

\$

**Other Current Assets**

\$

**Fixed Assets**

\$

**Other Long-term Assets**

\$

## Liabilities

**Accounts Payable**

\$

**Credit Cards**

\$

**Other Current Liabilities**

\$

**Other Long-Term Debt**

\$

# Growth & Risk Assessment

The following questions help us understand how your practices and operations impact your valuation and identify areas for growth and risk management.

**What percent of the company do you own?**

 %

**How many customers does the business have?**

**What percent of revenue is generated by the top 5 customers?**

☐ 0 - 15% ☐ 16 - 25% ☐ 26 - 35% ☐ 36 - 50% ☐ 51 - 100%

**What percent of your revenue is recurring, renewing, or one-time?**

% Recurring  % Renewing  % One-time

**What percent of revenue relies on any one vendor?**

 %

**Who maintains your financial records?** (Select one)

☐ I do ☐ Internal accounting / finance team ☐ Bookkeeper only ☐ CPA only ☐ Bookkeeper & CPA

**If you left the business, how likely is a decline in revenue / profit?**

☐ Very Unlikely ☐ Unlikely ☐ Neutral ☐ Likely ☐ Very Likely

**Think of key employees. If they left, how likely is a decline in revenue / profit?**

☐ Very Unlikely ☐ Unlikely ☐ Neutral ☐ Likely ☐ Very Likely

**Do you have a buy-sell agreement and funding in place?**

☐ Yes ☐ No ☐ I'm not sure

**When was the last time your buy-sell agreement and funding was reviewed?**

☐ Within the last year ☐ 1-3 years ☐ 3+ years ☐ Not applicable

# Goals for life after your business

The following questions help us understand how you see the business fitting into your life plans.

## What is most important to you when the time comes to exit your business?

(Rank the following exit priorities from 1 to 5 by placing a number next to each)

- | Rank                 | Item   |
|----------------------|--|
| <input type="text"/> | Maintain control over the timing and terms of the exit |
| <input type="text"/> | Maximize the financial value of the exit               |
| <input type="text"/> | Preserve the business mission, values, and culture     |
| <input type="text"/> | Step away completely after the transition              |
| <input type="text"/> | Stay involved in the business after the transition     |

## What does a successful exit from your business look like? (Select one)

- ☐ Open to exploring my options
- ☐ Transition ownership to family
- ☐ Transition ownership to employees or management
- ☐ Sell to a third party (M&A, private equity, etc.)

## Ideally what age would you like to exit the business?

 yrs. old

## How much cash from exiting the business are you relying on to fund your retirement?

I need at least this much from exit to fund my retirement:

\$



# Thank you

We appreciate the trust you place in us!  
We will be in touch with business insights shortly.