SELLING MEMORANDIUM CONTENTS CHECKLIST	
Table of Contents *(Include if document is longer than 4 pages not including Appendix)*	☐
Selling Memo Summary *(Include if document is longer than 10 pages)*	☐
Business Description Summary of business history Business structure (sole proprietorship, partnership, LLC, corporation) and ownership Short description of products, staffing, markets and operations Financial information including annual sales and earnings Description of products and services Description of key strengths Reason for sale	☐
Location Geographic location, building description, lease information	☐
Business Strengths List of strengths and competitive advantages List of challenges accompanied by statements of how the issue could be overcome or provide growth opportunity	☐
Competitive Overview Description of number of competitors without listing names Description of competitive position and advantages of your business	☐
Products/Services Brief description of business offerings including product list Description of distinguishing product/service features Product sales trends	☐

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Operations Information on operating hours and seasonality List of operating equipment Inventory information and list Production processes Staffing overview	☐
Marketing Industry information and growth trends Geographic market area information and growth trends Customer profile including information on client lists Description of competition and competitive rank Description of marketing approach, marketing plan and untapped marketing opportunities	☐
Key Management and Employees Key employee job titles (but not names), job descriptions, length of employment, compensation, benefits, credentials, information on contracts	☐
Future Plans/Growth Projections List growth opportunities along with the investment in time, financial resources and staff required	☐
Potential Buyer Concerns issues, if any, that buyers might see as purchase barriers Statements describing business, marketing, or transition plans that ease or overcome each potential concern	☐
Financial Information Statement of accounting method: Accrual or cash basis Revenues, net income, and seller's discretionary earnings for past three years, presented not as financial documents but as one-one summaries	☐

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Appendix Statement of seller's discretionary earnings Financial statements as recommended by broker and accountant Asset list showing values Seller's disclosure statement, prepared with assistance from broker or attorney, providing an accurate assessment of business condition, a list of licenses and registrations that apply, and descriptions of any legal issues Market area information if business relies on local clientele Photos of business location, building and equipment Copies of marketing materials	☐