



Complete this form  
 and we will get started  
 on your effective sales  
 prospectus today!  
**Fax to 650-679-9493**

Thank you for ordering *An Effective Prospectus*, the smart way to sell your business! Before we begin work on *An Effective Prospectus* just for you, we need to know all about you and your business. Please fill out this form completely and then fax it to us. Don't forget to include your name, address, phone number(s), and e-mail address so we can contact you for your phone intake interview.

We hold your information in strictest confidence. For our complete Mutual Nondisclosure Agreement (NDA), visit our website **www.nobrokerneeded.com**

Name		Title	
Business Name		Type of Business	
Street Address			
Mailing Address (if different than above)			
Phone Number		Fax Number	
E-mail Address		Website Address (URL)	
What is your asking price?		How did you decide on this price?	
How many years have you been in business?		How many years have you been at your current location?	
Do you rent, lease, or own your location? Please give details on lease or rental agreement.			
Tell us a little about the city in which the business is located.			
Do you have any inventory? What kind of inventory, and is it included in the sale?			
What assets (furniture, equipment, etc.) are included in the sale?			
How many people (not including owners) does your business employ?			
Do the employees know about the sale? How do they feel about it?			
Why are you selling this business?			
What is your background and the background of any other owners or key employees?			
Are you the first owner?		Why did you start or buy this business?	
How many owners have there been, and for how long did they own the business?			
How is the business held (corporation, sole proprietorship, partnership)?			

Do you have any direct competition within a 20-mile radius? Please explain.

Do you have any online competition?

Who buys your product or service?

What makes your product or service unique compared to the competition's?

Describe your current marketing and sales campaigns. Are they working?

What were your past marketing and sales campaigns? What were the results of these efforts?

Who are your top customers/clients/buyers?

Do you have testimonials or letters of recommendation? If not, which customers or clients can we contact for these?

Do you have a database of customers?

How do you keep track of your customers/clients/buyers?

How do you track where your sales come from?

What were your gross sales last year (total sales)?

Net sales last year (after expenses and taxes, not including owner compensation)?

What were your gross sales for this year so far (completed quarters)?

Net sales for this year so far (completed quarters)?

How much do you and the other owners receive in salary or as owner draws each year?

What other personal expenses do you pay for out of the business?

Is your business logo in an electronic format?

What is your method of accounting (accrual or cash)?

How do you keep the books (QuickBooks, MYOB, another program, or by hand)?

Would you like us to contact you by phone or e-mail (choose one) to schedule your phone intake interview?

How did you hear about *An Effective Prospectus*?

Thank you for your time. Please fax both pages of this form to us at 650-679-9493.

We'll contact you by phone or e-mail within one business day to schedule your phone intake interview. Then, we'll begin work on your customized sales prospectus and in just five business days, you'll receive your preview copy!

Thanks for your order. We look forward to talking with you soon!