



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:

Entity Structure:

Industry:



We are here to help

Contact your advisor 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	2023	2022	2021
Net Income	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>
Revenue	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>
Cost of Goods Sold	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>
Operating Expenses	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>
Non-Operating Expenses	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>
Interest Expense	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>
Depreciation	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>
Amortization	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>
<hr/>			
* Adjustments to Normalize Earnings			
Owner's Compensation	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>
Profit Sharing Expenses	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>
Other Discretionary Expenses	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>

Assets & Liabilities

Reference your balance sheet statements to provide a snapshot of your assets and liabilities of the company.

Assets	2023
Cash and Cash Equivalents	<input type="text" value="\$"/>
Accounts Receivable	<input type="text" value="\$"/>
Other Current Assets	<input type="text" value="\$"/>
Fixed Assets	<input type="text" value="\$"/>
Other Long-term Assets	<input type="text" value="\$"/>

Liabilities	2023
Accounts Payable	<input type="text" value="\$"/>
Credit Cards	<input type="text" value="\$"/>
Other Current Liabilities	<input type="text" value="\$"/>
Other Long-Term Debt	<input type="text" value="\$"/>

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.

How many customers does the business have?

What percent of revenue is generated by the top 2 customers?

- 0 - 20% 21 - 40% 41 - 60% 61 - 80% 81 - 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?

 %

How much do you expect your revenue to grow next year?

 %

Who maintains your financial records? (Select one)

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

If you departed from the business today, how likely is it that revenue and/or profitability declines?

- Very Unlikely Unlikely Neutral Likely Very Likely

Think of key employees. If they departed from the business today, how likely is it that your revenue and/or profitability declines?

- Very Unlikely Unlikely Neutral Likely Very Likely

Does your risk management include any of the following insurance policies?

(Select all that apply)

- General Liability Buy-sell Business Overhead Expense Key Person

What percent of the company do you own?

 %

Goals for life after your business

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

What does a successful exit from your business look like? (Select all that apply)

- Sell (either internally or externally)
- Transition (to family, employees, etc.)
- Operate until I can retire, then close

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

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

\$

- I'm not relying on cash from selling my business to fund my retirement
- I'm not sure



Thank you

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