



Starwood Business Group
Business Sales • Valuations • Exit Planning

BUSINESS PROFILE WORKSHEET

Business Name: _____

This information will produce a *Business Profile* to give to potential buyers and for other agents. “Sell” the business, provide explanations, and paint a picture of the business and its potential.

PRODUCT/SERVICE

Description of Product or Service:

Price Range of Product or Service, Margins, etc.:

Details if a Franchise:

CUSTOMER BASE

Description of Customer Base:

MARKETING

Description of Marketing Efforts:

STRENGTHS AND OPPORTUNITIES

Strengths or Unique Characteristics:

Opportunities for improvement:



Starwood Business Group
Business Sales • Valuations • Exit Planning

HOURS AND STAFFING

Description of Number, Type and Functions of Employees; Profit Sharing, Benefits:

Description of Management Structure and Key Employees; Salary, Profit Sharing, Benefits:

AREAS, FACILITIES AND EQUIPMENT

Description of Geographic Area:

Description of Facilities:

Description of Equipment:

Description of Lease:

BACKGROUND

Description of Years Established, Growth History (if significant), etc.:

FINANCIAL SUMMARY

Description of Assets:



Starwood Business Group
Business Sales • Valuations • Exit Planning

Revenue, COGS, Margin, Expenses, Cash flow

REASON FOR SALE

Reason for Sale to go on Business Profile Given to Prospective Purchasers:

ADDITIONAL COMMENTS

Comments to go on Business Profile (given to Prospective Purchasers):

Comments to go on Internal Copy of Profile (for other agents to read):