

// PRE-SALE PREPARATION

90-Day Pre-Sale Checklist

12 critical actions before you go to market. Miss these and it will cost you.

Organize your pre-sale preparation across 4 phases. Each item has a priority rating, description, and owner/deadline fields. HIGH priority items must be completed before engaging any advisor.

PHASE 1: FINANCIAL PREPARATION

DAYS 1-30

- | | | |
|--------------------------|---|--|
| ☐ | Reconcile & clean 3 years of financials HIGH
Every account reconciled. No co-mingling of personal and business expenses. CPA review. | OWNER: _____
DEADLINE: _____
☐ DONE |
| ☐ | Build your normalized EBITDA bridge HIGH
Document every add-back with supporting evidence. Calculate adjusted EBITDA for 3 years. | OWNER: _____
DEADLINE: _____
☐ DONE |
| ☐ | Prepare the management financial package HIGH
Monthly P&Ls for last 24 months, balance sheets, cash flows. Ready in 24 hours of request. | OWNER: _____
DEADLINE: _____
☐ DONE |
| ☐ | Run a pre-QoE self-assessment MEDIUM
Review every add-back for defensibility. Flag revenue timing issues. Fix what you can now. | OWNER: _____
DEADLINE: _____
☐ DONE |

PHASE 2: LEGAL & CORPORATE

DAYS 15-45

- | | | |
|--------------------------|--|--|
| ☐ | Clean up your corporate structure HIGH
Operating agreements current. Cap table clean. Outstanding equity promises resolved. | OWNER: _____
DEADLINE: _____
☐ DONE |
| ☐ | Review contracts for change-of-control clauses HIGH
Flag any clause allowing termination upon sale. Renegotiate before listing. | OWNER: _____
DEADLINE: _____
☐ DONE |
| ☐ | Resolve or document pending litigation MEDIUM
Undisclosed litigation is a due diligence red flag. Prepare a clean disclosure summary. | OWNER: _____
DEADLINE: _____
☐ DONE |

PHASE 3: OPERATIONAL

DAYS 30-75

- ☐ **Document your core business processes** HIGH
Sales playbook, fulfillment SOPs, client onboarding. If it lives in heads, write it down.
OWNER: _____
DEADLINE: _____
☐ DONE
- ☐ **Build your data room** HIGH
Create folder structure and begin populating now. See the Data Room Checklist.
OWNER: _____
DEADLINE: _____
☐ DONE
- ☐ **Formalize key employee arrangements** MEDIUM
Employment agreements for critical employees. Consider retention bonuses tied to close.
OWNER: _____
DEADLINE: _____
☐ DONE

PHASE 4: STRATEGIC

DAYS 60-90

- ☐ **Know your valuation range** HIGH
Run the BRiNQ Exit Score™. Calculate adjusted EBITDA. Research industry multiples. Know your number.
OWNER: _____
DEADLINE: _____
☐ DONE
- ☐ **Select your full advisor team** HIGH
Broker or banker. M&A attorney. Fractional CFO. Do not go to market without this team.
OWNER: _____
DEADLINE: _____
☐ DONE

This checklist is built from real deal experience. BRiNQ Ventures guides business owners through pre-sale preparation and transaction advisory. Visit **BRiNQventures.com**.