

NATIONAL BUSINESS APPRAISERS, INC.
CONFIDENTIAL OWNER VALUATION QUESTIONNAIRE
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Properly filling out this form will require several hours of effort. The tendency is to give brief answers. We need just the opposite. Due to the nature of a valuation we require as much detailed information as possible to properly value your company for the intended purpose so..... PLEASE ELABORATE in answering the questions that follow below. THANK YOU!

BACKGROUND

Date _____

Name of Company _____

Address _____

Telephone _____ Fax _____

E Mail Address _____ Web Address _____

SIC _____

Name and Home Address of All Shareholders Owning In Excess of 5% of the Company

Home Telephone(s) of Principal Shareholders

Home Fax of Principal Shareholders

E-mail Address of Principal Shareholders

Corporation Status S-Corp ___ C-Corp___ LLC___ LLP___ Fiscal Year End _____

Accountant: _____ Telephone _____

Bank _____

MEMO

NATURE AND HISTORY OF THE COMPANY

1. Nature and History of Company, including:

A. Date and State of Incorporation

B. States Qualified to do Business

C. Prior Acquisitions, when and nature of company acquired.

D. Who started Company and under what circumstances

E. Year acquired by present management

F. General Description of Company Services & Products and evolution thereof (half a page).

2. Litigation

3. EPA Issues

(Status of Phase I, Superfund, in ground oil tanks, violations)

4. OSHA Violations

5. Licenses Required to Operate Business

CRITICAL SUCCESS FACTORS

1. What factors are critical to your success

(e.g. proprietary products, management, customer service, price etc.)

(List all Patents, Copyrights, Trademarks, Royalty Agreements, etc.)

MANAGEMENT TEAM AND OWNERSHIP

(Give a quick profile on the principles and key managers. Provide their position, primary duties and unique skills and experiences that add to firm's distinct competencies: Include CEO, President, CFO, VP of sales and other key people. Provide two or three sentences for each if necessary.)

1. For all Management Personnel

Name

Position

Years w/Company

Age

Compensation including Bonus

Prior experience, if significant

Education

EMPLOYEES
(Provide a List with Name, Hire Date, Job Title, Pay Rate or Salary)

- 1. Number of employees by function or department - include salary range or labor rate

- 2. List of unions, number of employees involved with each union and date of last contract renewal

- 3. Benefit plans for non-union employees (401K, medical benefits, pensions etc.)

(Give a quick profile on the principles and key managers. Provide their position, primary duties and unique skills and experiences that add to firm’s distinct competencies: Include CEO, President, CFO, VP of sales and other key people. Write two or three sentences for each if necessary.)

PRODUCTS AND SERVICES

(What products or services does the company produce or provide. And how does it provide them. Not a bad idea here to provide a chart showing the percentages of each product or service. Buyers will always ask what percentage each product takes up in the mix. As many paragraphs as it takes.)

1. Product/Service Line

Leading services rendered or products sold in order of importance indicating % of contribution to profits. Indicate any brand names or special relationships with vendors.

2. Product Changes and Obsolescence

3. Product warranty policies

4. Warranty costs for the last three years

MARKET OVERVIEW

(Describe the size and growth of your market place. Is the market expanding, static or shrinking and how your company is positioned. Two or three paragraphs)

MARKETING STRATEGY AND SALES

1. Nature of Customers

2. Number of active customers

3. List of 10 leading customers, showing amount of sales to each

4. Sales backlog _____

5. Sales backlog same date one year ago _____

6. Sales Personnel

How many in house sales persons and method of compensation

How many rep organizations and rate of compensation

7. Samples of advertising employed (attach)

8. Trade magazines available in the industry

9. Primary trade associations

10. Trading area

(A brief description of how the company's product gets to market. Who are its clients? Create a client list and, if possible, show the percentage each client takes up in overall revenues, and any sales backlog. In the chart you can list by name of client particularly if they are an impressive list, or if you don't want to reveal names for competitive reasons create a numerical list, client 1, client 2, etc. .Buyers are always aware of the all your eggs in one basket syndrome. So if your business has one client taking up a large percentage of sales, be sure to address this issue here in a positive way. As many paragraphs as it takes.)

COMPETITION

1. Who are the primary competitors

2. Comparison to primary competitors

(size, service, quality of product, customer loyalty, years in business, etc.)

(What is it about your company that makes it unique among competitors: is it vertically integrated, does it have priority products, deep management, great customer service, overnight shipping, etc. One or two paragraphs will suffice.)

FACILITIES

1. For each facility -

- A square footage and number of floors
- B acreage
- C term of lease
- D renewal provisions
- E features - ceiling height, sprinklers, loading docks, etc
- F rent, escalations and pass thru expenses
- G parking
- H convenience to highways and transportation
- I space utilization
 - Office
 - Factory
 - Warehouse
 - Available for expansion
- J if owned, is it included in sale or available for sale

Please describe the facilities, relationship with the landlord, rent increases, special issues, etc.

EQUIPMENT

(Or provide a Cost Schedule listing the Date of Acquisition, Cost, Description, Serial #, Etc.)

1. List primary equipment

2. Additional equipment required and cost thereof

MANUFACTURING (If Applicable)

1. Raw materials in order of importance

2. Manufacturing process

3. Basis for pricing decisions

4. Justification of inventory level maintained

5. At what capacity is plant operating

6. Days and hours of operations

COMPANY EXPECTATIONS-PLANS FOR GROWTH

1. How would you grow the business

2. If by acquisition - describe your specific targets

3. If by product or market expansion - describe the products or markets to be added

4 Capital investment and additional management required to carry out plan

(In addition to good earnings and management, the company's potential for growth always interest buyers. Give a brief discussion on the reason for projected growth showing Pro-forma Sales growth over next three or five years. Please Provide two or three paragraphs).

COMMENTS AND CONCLUSIONS

(Why do the owners want to sell? Are they serious sellers? Do they want to stay on and grow the company to the next level, sell outright, or stay on for a transition period and for how long? (At least 1 paragraph))

Lastly, please send at least ten to twelve digital pictures in JPEG format showing the building, your products and all aspects of the business.