

Information Memorandum Sample

The sample table of contents listed below is an indication of what your business broker will write up for your business as part of the main sales document – the Information Memorandum (MI) which should run to approximately 30 pages (excluding appendices).

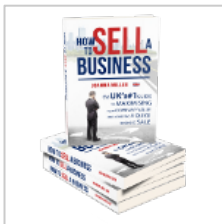
Section	Section Description
Introduction and Conditions	What the opportunity is and the legality around confidentiality
Investment Considerations	Highlights of why the business is worth investing in
Executive Summary	A snapshot of the entire MI which includes the reason for sale
Market Overview	What are the markets, the business' market share, the total market opportunity available represented financially
History and Ownership	Key dates in the business' history and what the current shareholding is
Product / Service Overview	A description of what the company's key products and services are
Customers	Number of customers and growth over last three years by product/service
Sales and Marketing	How each key product/service is sold and how they are marketed including all awards won

Section	Section Description
Management Team and Employees	Organisation chart with details of key roles and employees
Facilities	What premises does the business operate out of and is it freehold / leasehold?
Financial Information	Provide the historical financial trading information (revenue, gross profit and EBITDA) for the last three years as well as forecasts and plans for next three years
Appendices	This can contain anything that will add value to the MI, for example a list of all the customers in the market and colour coded as to which are the business' existing customers and what the competition has (if any)

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‘Preparation for Sale’ Individual Offerings



The ebook **“How To Sell A Business: The UK’s #1 guide to maximising your company value and achieving a quick business sale”** will help you to get the highest pay-out, ensure a quick and smooth sale process, demystify the sale process, handle the emotional journey, and much more.



The **“Calculate Your Walkaway Price Pack”** is a step-by-step workbook that will enable you to calculate your minimum cash reward for selling your business. The workbook will help you with costings, valuation options and instructions on how to agree on the minimum pay-out required.



“The Seller’s Professional Advisors Beauty Parade Pack” will help you find, interview and select the various professionals that will make up your final business sale success team. The pack will help you step-by-step with checklists, templates and lists of questions to ask so that no stone remains unturned!



The **“Contracts Summary Template”** is an Excel spreadsheet that will help you to record all your client contract information in one place. Use this timesaving template to organise your contracts, revenue and take action accordingly. Eliminate expirations, instigate renewals & monitor contracts.



The **“Monthly Management Information Report Template”** is an Excel spreadsheet that will allow you to easily organise your business’ mission critical figures. Once populated, it will enable you to provide historical records of the business’s progress helping you better plan and forecast.

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Increase your ability to maximise your business sale value today in addition to saving time and reducing stress. Review our offerings and save money by purchasing one of our Collections. Purchase them securely from our online store now: <http://www.SellYourBusiness.biz/store>

'The Sale Journey' Individual Offerings

A green square icon with the text 'CREATING THE DATA ROOM PACK' in white, uppercase letters.

CREATING THE DATA ROOM PACK

The “**Creating The Data Room Pack**” is for you if you want to make your life easier. To avoid running your company *and* frantically preparing all the data necessary for the buyers due diligence requests, be proactive and prepare get your data room set up now! Included is core information and file structure.

A blue square icon with the text 'PREPARING FOR DUE DILIGENCE CHECKLIST PACK' in white, uppercase letters.

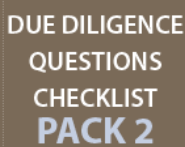
PREPARING FOR DUE DILIGENCE CHECKLIST PACK

The “**Preparing For Due Diligence Checklist Pack**” comes after you set up your data room and provides you with the core documents, questions, requirements that will be requested. Be proactive and get this out of the way now rather than later.

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DUE DILIGENCE QUESTIONS CHECKLIST PACK 1

The “**Due Diligence Questions Pack 1**” is similar to doing a practice run before an exam. The 250 questions will help you to be prepared for the requests that will be made by potential buyers during due diligence. Free up time to allow you and your business sale team to focus on the negotiations and keeping the business value up.

A brown square icon with the text 'DUE DILIGENCE QUESTIONS CHECKLIST PACK 2' in white, uppercase letters.

DUE DILIGENCE QUESTIONS CHECKLIST PACK 2

The “**Due Diligence Questions Pack 2**” offers 250 *more* questions that might be asked during the due diligence stage. If you want to cross every ‘t’ and dot every ‘i’ this offering will help you do so! Proactively use your time now wisely - the more you prepare now the easier the process will flow.

A purple square icon with the text 'THE SELLER'S COMPLETION DAY CHECKLIST PACK' in white, uppercase letters.

THE SELLER'S COMPLETION DAY CHECKLIST PACK

“**The Seller’s Completion Day Checklist Pack**” will help you to prepare yourself mentally and physically for Completion Day. If you want to reduce your stress levels, remove unknowns, prepare a negotiation strategy, and increase your chances for a successful completion get this pack now.

Money Saving Collections



The **'Ultimate Collection'** consists of all offerings – eBook, Templates, and Packs – everything! It will provide you with everything needed to help you prepare, increase your company value, help you avoid problem areas, save time and money and ensure your business sale process is as smooth and successful as possible.



The **'Everything But The Book Collection'** is exactly what it says! Consider this money-saving offering if you already have the book and want to take advantage of all the templates, checklists and packs.

Purchase any of our items securely from our online store now: <http://www.SellYourBusiness.biz>

Sell Your Business – Other Offerings

Please make sure to sign up to our newsletter that will notify you of our recently published articles for people thinking of selling, preparing to sell and going through the sale process. Sign up here: <http://www.SellYourBusiness.biz/broadcast/>

Also check out our freebie section where we have the a number of samples including: Information Memorandum table of contents, Business Sale Non-Disclosure Agreement, Teaser letter, Data room structure sample: <http://www.SellYourBusiness.biz/resources/free-document-samples/>