



Summary of Services Provided

Who We Are:

First Street Business Brokers provides clients with strategies and solutions to unlock the value of their businesses. We help you to optimize your business and then work with you to complete the transaction.

Our Managing Directors have over 40 years of combined experience in marketing, management consulting, business valuations, sales optimization, finance, strategic planning and retail operations.

- Professionals services include:
 - *Independent Valuations*
 - *Complete Marketing Plan for your business for sale*
 - *Management Consulting – from building a sales team, to transition and succession planning*
 - *Lead Generation and Sales Optimization*
 - *Buyer Representation*
 - *Buying and Selling Franchises*
 - *Commercial Real Estate – Purchase & Leasing via Bean Group*

Confidentiality Guidelines:

- All correspondence (verbal and written) between seller and the First Street Business Brokers, LLC to be held in strict confidence.
- No information will be shared with third parties without consent from the seller.
- Confidentiality is bound by “Confidentiality Agreement”, which includes any potential buyers who may be interested in your business.

Selling Process:

Step 1: We collect vital information about your business, which will then be analyzed and compared to similar businesses.

Objective: This will give you a top-level assessment of industry-wide performance (geographic location considered) and business valuation.

Step 2: We recast the business balance sheets and income statements (or in many cases, the owner’s tax returns) to reflect the economic performance of the business.

Objective: To report the fair market value of assets and discretionary income. This is what buyers will need for their buy assessment.

Step 3: We will complete a valuation report for your business, sharing with you best practices in your industry and financial ratios from similar size businesses.

Objective: To justify the selling price.

*Note: Steps 1-3 are complimentary services to the seller at **no cost or obligation**. It is at this point where an agreement is negotiated to pursue the next steps.*

Step 4: We prepare a Confidential Memorandum to enhance the presentation of vital business information when making presentation to prospective buyer(s).

Step 5: We develop a marketing plan for the following regions:

- New England – Main Focus
- National

Marketing plan to include:

- Local and national listing through online subscription based aggregate sites
- Targeted Direct Marketing campaigns
- First Street's extensive database
- Other – i.e. Networking

Step 6: We screen all buyers that express interest in your business.

Criteria:

- Financial capacity to buy
- Reference check
- Buyer profile – i.e. related experience, time frame
- Executed confidentiality agreement

Buyers who meet criteria will be able to view the following in respective order:

- a) Business profile: summary information of business (no identity of location or business name)
- b) Confidential Sale Memorandum along with related financial documents

Step 7: We encourage the buyer to submit a former Offer to Purchase.

Step 8: We meet with seller to view buyer offer. If seller agrees to structured offer, First Street Business Brokers will facilitate the buyer's further examination of business (due diligence process).

Step 9: We arrange closing and assist buyer in structured financing.

First Street Business Brokers, LLC – “The first and best place to sell & buy a business”
3 Pleasant Street, Suite 2 – Portsmouth, NH - 03801
www.FirstStreetBusinessBrokers.com - (603) 501-3294 (office) – (603) 501-3241 (fax)
Email: info@firststreetbb.com