



## Flexible Fee Interview

Company Name: \_\_\_\_\_

Owner Name: \_\_\_\_\_

### A. Factors Influencing Perception of Risk (one answer to each question)

- 1.) Do you use an accountant to prepare your year-end financial reports / tax returns?  
YES or NO
- 2.) Will you provide full financial reports (P & L, Bal Sheets, Fed Tax Returns) for current period & most recent full years (up to 3 yrs)?  
YES or NO
- 3.) How long have you owned this business?  
LESS THAN 1 YR    LESS THAN 3 YRS    3 to 5 YRS    5 to 9 YRS    10 YRS+
- 4.) How long has this business operated under the current name and in the current location?  
LESS THAN 1 YR    LESS THAN 3 YRS    3 to 5 YRS    5 to 9 YRS    10 YRS+
- 5.) What is the competitive situation in your market area?  
NONE    LIGHT    TYPICAL    HEAVY    SATURATED
- 6.) What would you estimate your competitive ranking to be in your market area?  
#1    #2    #3    OVER #3    UNKNOWN

### B. Factors Influencing Perception of Value (one answer to each question)

- 1.) What was the Sales Volume for last year?  
\$250K to \$500K    \$500K to \$750K    \$750K to \$1M    \$1M to \$1.5M    \$1.5M to \$2M    over \$2M
- 2.) What was the trend of Sales Volume over the last 3 years?  
STRONGLY DOWN    DOWN    FLAT    UP    STRONGLY UP
- 3.) Have you have had a formal Business Valuation in the last 12 months?  
YES or NO
- 4.) In cash and benefits, what was the total compensation (TC) taken by owners last year?  
LESS THAN \$50K    \$50K to \$75K    \$75K to \$100K    \$100K to \$150K    \$150K to \$250K  
\$250K to \$500K    \$500K+

- 5.) After paying employees for work now done by current owners, what will new owner's TC be?  
 LESS THAN \$50K    \$50K to \$75K    \$75K to \$100K    \$100K to \$150K    \$150K to \$250K  
 \$250K to \$500K    \$500K+
- 6.) What was the trend of owner's TC over the last 3 years?  
 STRONGLY DOWN    DOWN    FLAT    UP    STRONGLY UP
- 7.) How is the current year's owners' TC comparing to last year's performance?  
 STRONGLY DOWN    DOWN    FLAT    UP    STRONGLY UP
- 8.) As a percentage of the Sale Price, how much are the current owners willing to carry?  
 0%    0% to 10%    10% to 20%    20% to 30%    30% to 40%    40% to 50%    50%+

**C. Factors Influencing Perception of Future Performance (one answer to each question)**

- 1.) If investment were to be made, what growth, as a % of gross sales, might be readily achieved over next 2 years?  
 Less than 10%    11% to 25%    26% to 50%    51% to 100%
- 2.) As a % of gross sales, how much investment might be required to generate the estimated growth?  
 0% to 5%    6% to 15%    16% to 30%    31% to 50%    51%+
- 3.) What is the most important competitive advantage that your business enjoys and can sustain?  
 Excellent location    Exclusive products    Patents    1<sup>st</sup> in market    Best pricing    Other    None
- 4.) Are there human resources or suppliers critical to this business that are not easily replaceable?  
 YES or NO
- 5.) How suitable is the current facility for future company use?  
 More than needed    Good growth reserve    At capacity now    Cramped capacity now  
 Must expand now
- 6.) How suitable is the current location for future company use?  
 Too expensive    Good with high growth    Good    Marginal    Must relocate
- 7.) How suitable are the current operating assets for future company use?  
 More than needed    Good growth reserve    At capacity now    Cramped capacity now  
 Must expand now
- 8.) How expensive would it be for a new competitor to get into this type of business?  
 Minimal cost    Moderate cost    High cost    Very high cost

**D. Factors Influencing Perception of Attractiveness (one answer to each question)**

- 1.) How would you describe the new owner's principal role other than normal owner's management responsibilities?  
 Investor    Executive Professional    Direct Sales    Technician    Supervisor    Trade person  
 General worker
- 2.) How would you describe the eye appeal of your business?  
 Negative    Below average    Average    Above average    Excellent    Extraordinary

- 3.) Is the current workforce able to continue day-to-day operations without the current owners?  
No    Yes with some input    Yes with much input    Yes
- 4.) How many hours per week will a new owner need to apply to the business after ramp up?  
10    10-20    21-30    31-40    41-50    50-60    60+
- 5.) How long will it take a new owner to ramp up to effectively run this business?  
2 weeks    4 weeks    8 weeks    3 months    6 months    6 months+
- 6.) How difficult is it to find a person with the necessary skills needed by new owner?  
Very easy    Easy    Moderately hard    Hard    Very hard

**Please return this completed form to [forms@arizonabizsales.com](mailto:forms@arizonabizsales.com) or fax it to 480-500-2083.**