

# Confidential Business Review



## Sample Company

5789 NE Someplace, MS. 12345

This Confidential Business Review is highly sensitive. It is for the exclusive use of those who are seriously considering the acquisition of the business described herein and have signed the Confidentiality Agreement.

*Presented by Bizprofitpro*  
Sample Company

## **NOTICE OF CONFIDENTIALITY**

This Confidential Business Review contains proprietary and confidential information regarding this business and its business operations. This business package is based on information provided to us from the sellers and assumed to be accurate. Nothing obtained herein is or should be relied upon as a promise or representation of the future. As per the confidentiality agreement signed, any advisors or representatives who need to know such information for the sole purpose of evaluating possible transaction between you and the Company shall be advised by you of the agreement and directed for the benefit of the Company to keep confidential to the same extent as though they were parties to this agreement prior to transmittal. This document is not to be copied or distributed and has been prepared specifically for the purpose of the presentation. The receipt of this report is an acknowledgment that the information contained herein will be maintained in confidence in accordance with the confidentiality agreement you have executed. If there is no interest in the business as an acquisition, the Confidential Business Review and all information shall be promptly returned or destroyed.

Contents

NOTICE OF CONFIDENTIALITY ..... 2

EXECUTIVE SUMMARY ..... 2

    Financial Information..... 2

Description of Business ..... 6

HOURS OF OPERATION ..... 8

Employee Information ..... 9

OWNER'S ROLE..... 9

STAFF SCHEDULE ..... 10

Description of Facility ..... 11

Online Presence..... 12

    Business Reputation ..... 12

    Google Reviews ..... 14

Competition ..... 15

..... 15

Growth Opportunities..... 16

Financial Performance ..... 17

Financial Documents..... 18

Support & Training ..... 19

Reason for Selling..... 19

Key Considerations..... 20

Biggest Challenge Facing Business/Industry ..... 20

Equipment..... 21

Current Inventory ..... 22

Financing Available ..... 22

Follow Up Next Steps ..... 22

SAMPLE

# Confidential Business Profile

**Business:** Sample Company

**Location:** 789 NE Someplace, Hillsboro, MS. 12345

**Premises:** 4500 ft<sup>2</sup>

**Established:** 1907



## Financial Information

**Annual Revenue:** \$ 1,000,000

**Employees:** 11

**Cash Flow:** \$ 100,000

**FF&E Value:** \$ 155,000

**Asking Price:** \$ 299,999

**Inventory Value:** \$49,895

**Reason for Selling:** Retiring

## Description

### ADDRESS:

5789 NE Cornelius Pass Rd  
Anyplace, MS. 12345

### BUSINESS HOURS:

Monday – Friday  
7:30 am – 5:30 pm

### HISTORY:

Opened in 2009

### REASON FOR SELLING:

Owner is retiring

## Description of Business

Sample Company is a family-owned and operated automotive repair business. It was opened by Joe Motor in 2009. Sample Company specializes in both domestic and imported vehicle repairs.





The company uses modern computerized equipment to perform automotive and light truck service and repair. It also does vehicle inspections and factory-authorized vehicle

maintenance. SAMPLE COMPANY is AAA approved with an ASE Blue Seal of Excellence and is a DEQ recognized automobile repair facility. SAMPLE COMPANY has an impeccable reputation, rock solid earnings, and a skilled staff which will be shown by the favorable ratings found in this document. The shop serves affluent residents of Washington County and enjoys a loyal customer base of 13,260 customers.



## HOURS OF OPERATION

|           |                  |
|-----------|------------------|
| Monday    | 7:30am – 5:30pm  |
| Tuesday   | 7:30 am – 5:30pm |
| Wednesday | 7:30 am – 5:30pm |
| Thursday  | 7:30 am – 5:30pm |
| Friday    | 7:30 am – 5:30pm |
| Saturday  | Closed           |
| Sunday    | Closed           |







## Employee Information

The office staff at SAMPLE COMPANY consists of a service writer and part-time office manager. The Service Department includes a manager and two full time technicians.

### OWNER'S ROLE



The owner, Business Owner works full time in the business and serves as a diagnostic technician. Most of Tim's time is spent working on vehicles, but he also handles the management function with the help of his staff.

## STAFF SCHEDULE

| Position       | Status    | Compensation   | Hours         | Schedule                |
|----------------|-----------|----------------|---------------|-------------------------|
| Office Manager | Part Time | \$30k/yr       | 5 - 8 hrs /wk | Schedule Varies         |
| Service Writer | Full Time | \$60k/yr       | 40 hrs/wk     | Mon - Fri<br>8am - 5pm  |
| Manager        | Full Time | \$60k/yr       | 40 hrs/wk     | Mon - Fri<br>8am - 5 pm |
| Technician 1   | Full Time | \$25.00 per hr | 40hrs/wk      | Mon - Fri<br>8am - 5pm  |
| Technician 2   | Full Time | \$21.50 per hr | 40 hrs/wk     | Mon - Fri<br>8am - 5pm  |
| Technician 3   | Full Time | \$18.00 per hr | 40 hrs/wk     | Mon - Fri<br>8am - 5pm  |

## Description of Facility



SAMPLE COMPANY is a clean 8100 ft<sup>2</sup> state-of-the-art facility. The business has been in operation at this location since 2009. The current rent is \$8711 and the lease is renewable. The layout is efficient and makes for an inviting customer experience and a nice place for employees to work. There is ample

parking for customers and employees offering convenience and safety. Please click the start button see a video tour facility.



***[Click Here For Video Walk Through of Shop](#)***

## Online Presence



### Business Reputation

SAMPLE COMPANY has established itself as a business that does superior work with integrity and has earned the highest customer satisfaction. The company has a 5 star ratings on Facebook and Yelp, and Google. The business's stellar reputation and brand is further substantiated by the fact that most of their clients are referrals.

**Business Website:** <https://samplecompany.com>

**Twitter:** <https://twitter.com/company>

**Facebook:** <https://www.facebook.com/company>

**Yelp:** <https://www.yelp.com/biz/company>

## Yelp Reviews



### Middleton Motors

★★★★★ 38 reviews



★★★★★

3/24/2021

Adriana O.

I brought my car here a couple weeks ago after the alternator died on me. After shopping around, I was referred to Middleton Motors and spoke with Jason...

[Read More »](#)



★★★★★

3/15/2021

Jake D.

I was having a problem with my headlights and a friend recommended Middleton Motors. I'm so glad they did! They were professional, responsive, trustworthy...

## Facebook Reviews



### Middleton Motors

5.0 ★★★★★

Based on 12 reviews

powered by [Facebook](#)



### Bryan Simmons

12 months ago

★★★★★ Tim and his crew have worked on my family's cars for over 5 years now. they are professional and the cost is always...  
[read more](#)



### Misty Mellinger-Slater

a year ago

★★★★★ Great group of honest mechanics! Wouldn't trust my cars with any other place.



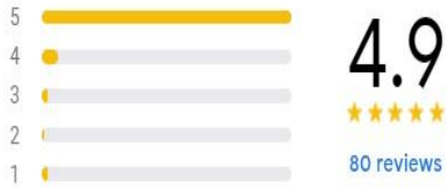
### David Millot Jr.

2 years ago

★★★★★ Simply the best

## Google Reviews

### Review summary



- I** "Always a fantastic experience, great **prices** and **service**, love the **staff**!"
- J** "Problem fixed quickly and at a great **price**!"
- M** "These were awesome **people** to get **work** done from!"



The goodwill associated with this operation is well represented in its online reputation. The company is well respected for being highly skilled and professional. The company is also known for integrity.



**Middleton Motors**  
★★★★★ Google  
4.9 out of 5 stars



**JEREMY JOHNSON**  
★★★★★ 5 out of 5 stars  
posted 2 months ago

Been with them for about 5 years. It is nice to have a repair shop that you can trust! Jake and Tim are patient in explaining all the options and the rate they charge is fair.

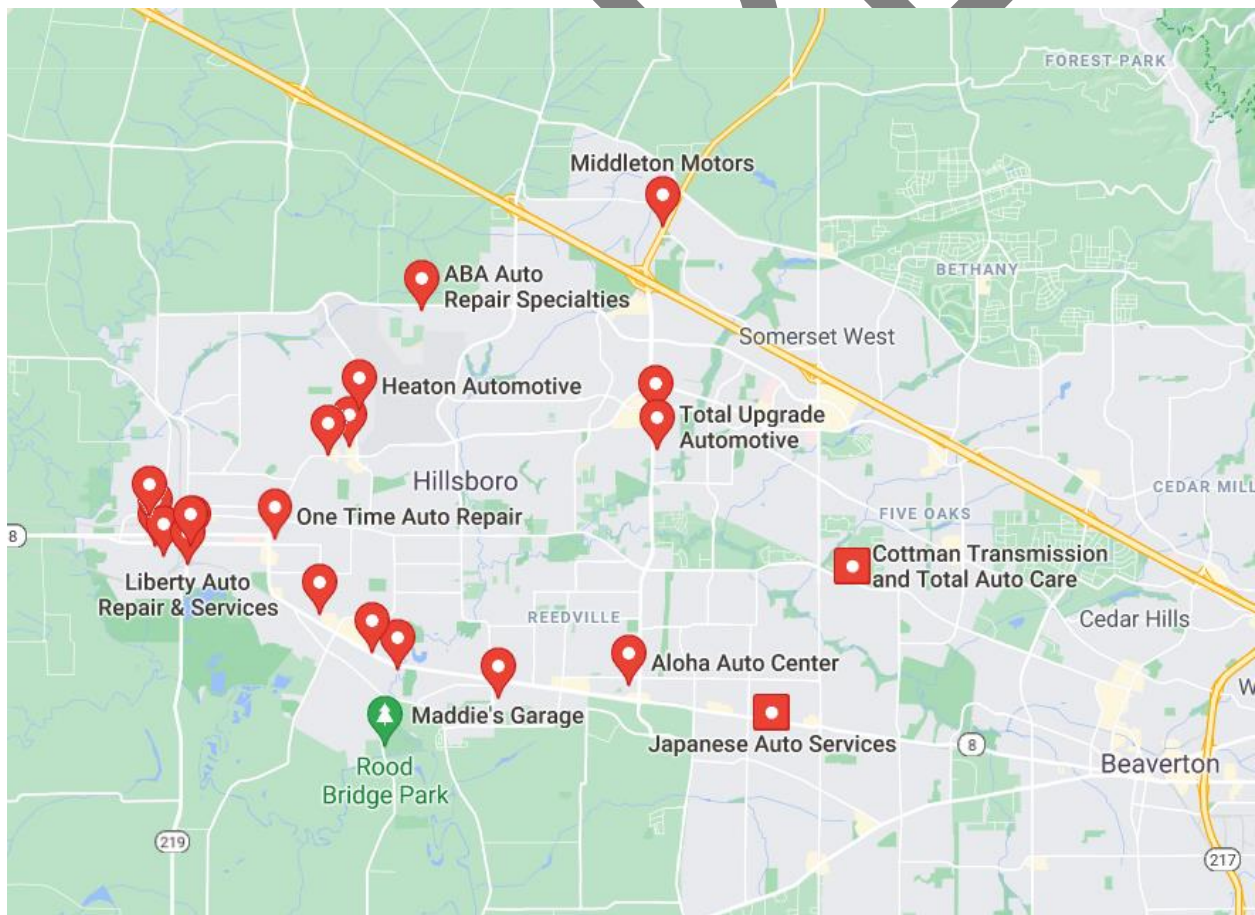


**Matt Berg**  
★★★★★ 5 out of 5 stars  
posted 4 months ago

These were awesome people to get work done from! Timely, affordable, and over the top courteousness. I Absolutely will be back and will recommend their services to others!

## Competition

There are several competitors in the area but few enjoy the reputation and success of SAMPLE COMPANY. The staff is not only well trained technically but also provide above average customer service which is shown in their outstanding reviews. One customer said “theoretically speaking, this is the kind of place I would be willing to write a blank check to.... I would trust them that much.”



## Growth Opportunities

Although the company is well run, there are still opportunities for growth. The following recommendations are some actions that could lead to significant sales gains, but the options are only limited by the imaginations of the owner:

- 1) Open on Saturdays for additional business
- 2) Hire more technicians to serve new customers
- 3) Increase advertising spend to the industry standard of 1.1% of sales or about \$15K based on sales. (current advertising spend is \$4K)
- 4) Market special offers to 13,260 current customers in database.





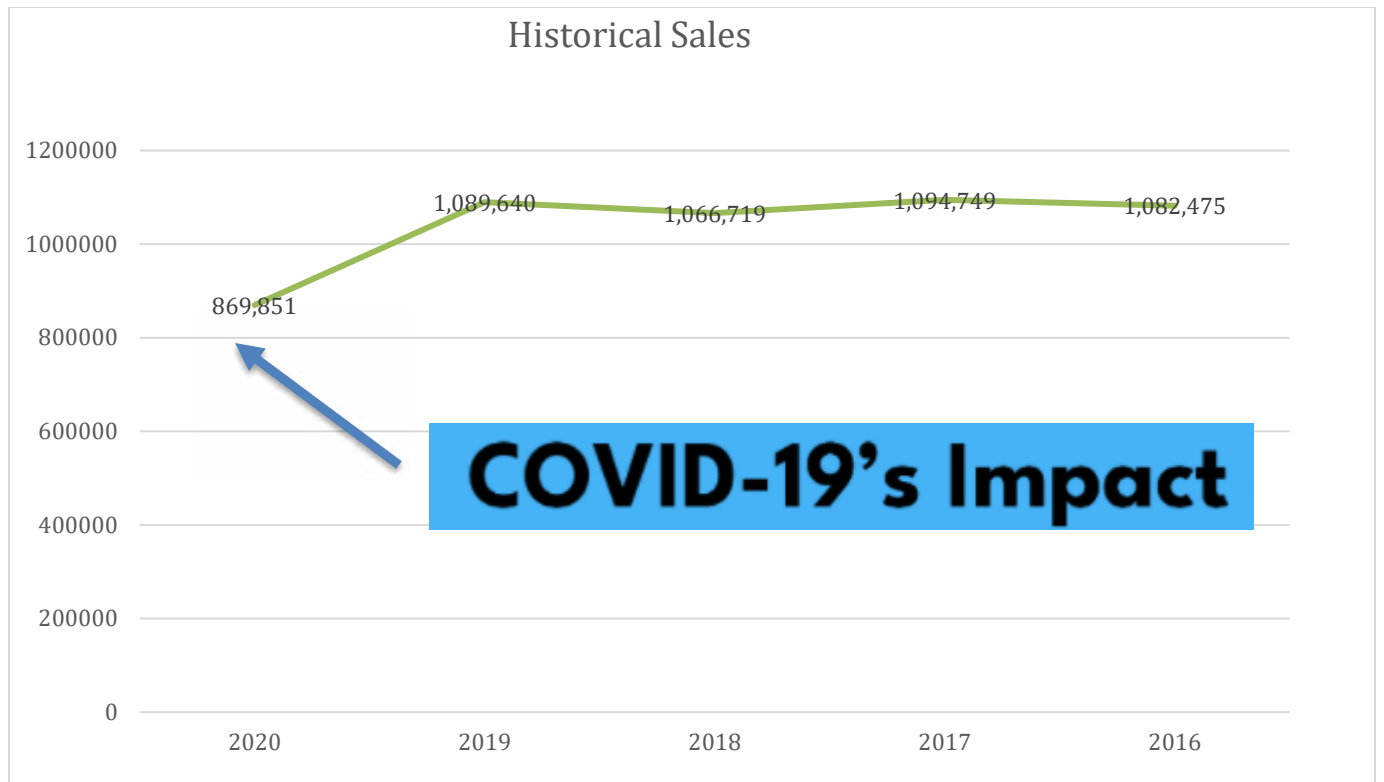
## Financial Performance

The business produces reliable income and has averaged \$1,040,687 in revenue from 2016 to 2020. Unfortunately, the Corona Virus had a negative impact on sales as was the case for most



businesses. COVID-19 resulted in less travel by car, thus less repairs.

As of this writing COVID-19 vaccinations are exceeding 50% with infection rates dropping and economic growth quickly recovering. Bloomberg Businessweek reported the COVID-19 crisis is accelerating a technology boom that has the potential to boost productivity and growth in all sectors of the economy. This coupled with deferred auto repairs and maintenance could potentially be a boost to SAMPLE COMPANY.



## Financial Documents

[Adjusted Income Statement](#)

[2021 YTD Income Statement \(January – May\)](#)

[2020 Tax Return](#)

[2019 Tax Return](#)

[2018 Tax Return](#)

[2017 Tax Return](#)

[2016 Tax Return](#)

[Click For Financial Documents](#)

## Support & Training



The owner is a master technician and is willing to stay on servicing vehicles for a period of time while a replacement is found. Additionally, the owner will provide the buyer training and adequate time for a smooth transition. Tim has spent many years building the business to what it is today and wants it to continue and thrive. He has agreed to make himself available to the new owner to support the continued success of the company upon mutual agreement.

## Reason for Selling

Business Owner has built a successful business and is retiring after a long and productive career. He is hoping that someone will continue his legacy of quality to his more than 13,260 loyal customers.

## Key Considerations



This is a turnkey business with everything in place including staff and inventory for a new owner to create profit from day one. The new owner does not need to have specific auto repair knowledge because

technicians are in place that perform the repair work. The buyer can hire additional technicians to support the growth of the business as the business prospers or as needed.

## Biggest Challenge Facing Business/Industry

The industry is constrained by lack of repair technicians and SAMPLE COMPANY also faces this challenge. The company would greatly benefit from the hire of additional technicians.

## Equipment

The equipment has been well maintained and is in good condition. See a detailed list of equipment and age by clicking the link below:



## Current Inventory

Inventory was \$10,147 dollars as of this writing. Expect inventory to fluctuate as parts get used for cost of goods sold and will change on a daily basis.



[Click here for inventory](#)

SAMPLE

**Software**  
**Office Supplies**  
**Shop Supplies**  
**Supplies & Materials - Other**  
**Alarm System**  
**Disposal**  
**Electric**  
**Gas**  
**Internet**

|        |         |        |        |        |        |  |
|--------|---------|--------|--------|--------|--------|--|
|        |         |        |        |        |        |  |
| 14,890 | 18,519  | 18,523 | 15,893 | 15,697 | 15,298 |  |
| 18,255 | 18504   | 24,210 | 11699  | 8372   | 8311   |  |
| 43,985 | 102,238 | 5,000  | 95,618 | 91,784 | 88,671 |  |
| 35,899 | 37,758  | 46,864 | 49,516 | 41,377 | 45,939 |  |
| 14,890 | 18,519  | 18,523 | 15,893 | 15,697 | 15,298 |  |
| 18,255 | 18504   | 24,210 | 11699  | 8372   | 8311   |  |
| 35,899 | 37,758  | 46,864 | 49,516 | 41,377 | 45,939 |  |
| 14,890 | 18,519  | 18,523 | 15,893 | 15,697 | 15,298 |  |
| 18,255 | 18504   | 24,210 | 11699  | 8372   | 8311   |  |
|        |         |        |        |        |        |  |
|        |         |        |        |        |        |  |

37

## Total Expenses

|                       |                  |                  |                |                  |                  |                  |
|-----------------------|------------------|------------------|----------------|------------------|------------------|------------------|
|                       |                  |                  |                |                  |                  |                  |
|                       |                  |                  |                |                  |                  |                  |
| <b>Total Expenses</b> | <b>1,018,067</b> | <b>1,387,338</b> | <b>967,711</b> | <b>1,048,572</b> | <b>1,363,230</b> | <b>1,359,193</b> |

## Tenative Net Profit

|                           |           |         |          |         |          |         |
|---------------------------|-----------|---------|----------|---------|----------|---------|
|                           |           |         |          |         |          |         |
|                           |           |         |          |         |          |         |
| As Reported on Tax Return | (158,509) | 240,310 | (28,071) | 416,770 | (10,677) | (5,768) |

## Adjustments

|                          |                |                |                |                |                |                |
|--------------------------|----------------|----------------|----------------|----------------|----------------|----------------|
| 13 Depreciation          | 19,877         | 18,504         | 24,210         | 11,699         | 8,372          | 8,311          |
| 16 Interest Payments     | 22,555         | 18,519         | 18,523         | 15,893         | 15,697         | 15,298         |
| 35 Inventory Adjustment  | -              |                |                |                |                |                |
| Salary Included in Wages | 105,000        | 103,525        | 102,171        | 78,000         | 142,757        | 131,445        |
| Other                    | 134,955        |                |                |                |                |                |
| <b>Total Adjustments</b> | <b>282,387</b> | <b>140,548</b> | <b>144,904</b> | <b>105,592</b> | <b>166,826</b> | <b>155,054</b> |

## Adjusted Cashflow

|                          |                |                |                |                |                |                |
|--------------------------|----------------|----------------|----------------|----------------|----------------|----------------|
| <b>Adjusted Cashflow</b> | <b>123,878</b> | <b>380,858</b> | <b>116,833</b> | <b>522,362</b> | <b>156,149</b> | <b>149,286</b> |
|--------------------------|----------------|----------------|----------------|----------------|----------------|----------------|

# Sample Adjusted Income Statement

| <b>Sales</b>                        | <b>2021</b>    | <b>2020</b>      | <b>2019</b>      | <b>2018</b>      | <b>2017</b>      | <b>2016</b>      |
|-------------------------------------|----------------|------------------|------------------|------------------|------------------|------------------|
| 1 Sales revenue                     | 958,777        | 1,869,851        | 1,089,640        | 1,766,719        | 1,694,749        | 1,682,475        |
| (Less sales returns and allowances) |                |                  |                  |                  |                  |                  |
| Service Revenue                     |                |                  |                  |                  |                  |                  |
| Other Income 1                      |                |                  |                  |                  |                  |                  |
| Other Income 2                      |                |                  |                  |                  |                  |                  |
| <b>Total Revenues</b>               | <b>958,777</b> | <b>1,869,851</b> | <b>1,089,640</b> | <b>1,766,719</b> | <b>1,694,749</b> | <b>1,682,475</b> |
| <b>Cost of Goods Sold</b>           |                |                  |                  |                  |                  |                  |
| 2 Purchases                         | 99,219         | 242,203          | 150,000          | 301,377          | 342,196          | 329,050          |
|                                     |                |                  |                  |                  |                  |                  |
|                                     |                |                  |                  |                  |                  |                  |
| <b>Total Cost of Goods Sold</b>     | <b>99,219</b>  | <b>242,203</b>   | <b>150,000</b>   | <b>301,377</b>   | <b>342,196</b>   | <b>329,050</b>   |
| <b>Gross Income</b>                 |                |                  |                  |                  |                  |                  |
|                                     |                | -                | -                | -                | -                | -                |
|                                     |                |                  |                  |                  |                  |                  |
| <b>Total Gross Income</b>           | <b>859,558</b> | <b>1,627,648</b> | <b>939,640</b>   | <b>1,465,342</b> | <b>1,352,553</b> | <b>1,353,425</b> |
| <b>Operating Expenses</b>           |                |                  |                  |                  |                  |                  |
| 7 Compensation of Officers          | 92,383         | 103,525          | 102,171          | 78,000           | 142,757          | 131,445          |
| 8 Salaries & Wages                  | 144,904        | 248,037          | 150,000          | 95,000           | 301,750          | 303,411          |
| 9 Repairs & Maintenance             | 1,264          | 3,699            | 5,533            | 6,382            | 7,775            | 3,495            |
| 10 Bad Debts                        | -              |                  |                  |                  |                  |                  |
| 11 Rents                            | 43,985         | 102,238          | 100,403          | 5,000            | 91,784           | 88,671           |
| 12 Taxes & Licenses                 | 35,899         | 37,758           | 46,864           | 49,516           | 41,377           | 45,939           |
| 13 Interest                         | 14,890         | 18,519           | 18,523           | 15,893           | 15,697           | 15,298           |
| 14 Depreciation                     | 18,255         | 18504            | 24,210           | 11699            | 8372             | 8311             |
| 15 Depletion                        | -              |                  |                  |                  |                  |                  |
| 16 Advertising                      | 3,500          | 3,717            | 4,191            | 7,229            | 6,754            | 5,903            |
| 17 Pension & Profit Sharing         | -              |                  |                  |                  |                  |                  |
| 18 Employee Benefit Program         | 51,455         | 40,687           | 48,608           | 1,000            | 30,485           | 33,184           |
| 19 Other Deductions                 | 85,003         | 80,680           | 15               | 97,294           | 96,259           | 96,607           |
| 20 Accounting Fees                  | 3,750          | 3,655            | 3,699            | 2,877            | 4,200            | 3,900            |
| 21 Advertising                      | 25,899         | 27,855           |                  |                  |                  |                  |
| Bank Service Charges                | -              |                  |                  |                  |                  |                  |
| 22 Auto Expense                     | 2,589          | 2,588            | 3,258            | 2,789            | 1,800            | 2,200            |
| 23 Customer Satisfaction            | -              |                  |                  |                  |                  |                  |
| 24 Depreciation                     | 8,800          | 8,800            | 8,800            | 8,800            | 8,800            | 8,800            |
| 25 Dues & Subscriptions             | 525            | 525              | 525              | 525              | 525              | 525              |
| 26 Health Ins.                      | 9,000          | 9,000            | 9,000            | 9,000            | 9,000            | 9,000            |
| 27 Liability Ins.                   | 9,800          | 9,800            | 9,800            | 9,800            | 9,800            | 9,800            |
| 35 Workers Comp                     | 24,890         | 24,890           | 24,890           | 24,890           | 24,890           | 24,890           |
| 29 Interest                         | 43,985         | 102,238          | 700              | 95,618           | 91,784           | 88,671           |
| 30 Legal & Professional             | 35,899         | 37,758           | 46,864           | 49,516           | 41,377           | 45,939           |
| 31 Licenses & Permits               | 14,890         | 18,519           | 18,523           | 15,893           | 15,697           | 15,298           |
| 32 Meals & Entertainment            | 18,255         | 18504            | 24,210           | 11699            | 8372             | 8311             |
| 33 Misc Exp                         | 43,985         | 102,238          | 400              | 95,618           | 91,784           | 88,671           |
| 34 Payroll Expense                  | 35,899         | 37,758           | 46,864           | 49,516           | 41,377           | 45,939           |
| 35 Postage & Delivery               | 14,890         | 18,519           | 18,523           | 15,893           | 15,697           | 15,298           |
| 36 Reconciliation Exp               | 18,255         | 18504            | 24,210           | 11699            | 8372             | 8311             |
|                                     |                |                  |                  |                  |                  |                  |