



MARKETABILITY ASSESSMENT INTERVIEW

- Owner's Objectives**
- Company History**
- Entity Type (s)**
- Growth Trends**
- Industry Info**
- Competition**
- Proprietary Products/Services**
- Niche Markets**
- History of Acquisitions**
- Financial Reporting**
- Profitability**
- Add-backs**
- Risks/Liabilities**
- Debt**
- Customer Concentration**
- Geography Served**
- Contract/Terms**
- Expected Price/Terms**
- Post-transfer Involvement**
- Deal Structure**
- Ideal Buyer**
- Next Steps**