

BUYER NAME _____

Deal Box

A buyer profile: what I'm looking for in a business.

If your business sounds like a fit, I would welcome a conversation. Contact details are on page 2.

About Us

Expertise

Skills and strengths

Experience

Background and track record

Financing

Funding in place or planned

Acquisition Target

Preferred location

Town, county, or region

Max drive time

From home base

Earnings (SDE) range

Seller's discretionary earnings

Purchase price range

Team size

Number of employees

Attributes I'm Looking For

Qualities that make a business a good fit

Industries

Industries of interest

Including, but not limited to

Not a fit

Let's Talk

Confidential conversations welcome. No obligation.

Name

Phone

Email

Best time

Thank you for taking the time to read my profile.

Buyer's Guide

How to fill out your Deal Box

KEEP THIS FOR YOURSELF - DO NOT HAND OUT TO SELLERS

Work backwards: start from what you need, then find the business that fits. Fill in the numbers below first. They set the limits for everything on your Deal Box. Pages 1-2 are the clean profile you hand to sellers and brokers; this guide stays with you.

Step 1: Start with the numbers

Replacement income

What must this pay you to leave your W-2?

Cash for down payment

SBA is often ~10% down; seller financing?

Max purchase price

Down payment + loan math = price ceiling

Tip: Debt service coverage ratio (DSCR) of 1.5

For every \$1 of loan payment, the business earns \$1.50. Leave room for surprises. Use this to sanity-check the max purchase price above.

Your take-home math (scratch work)

SDE needed

Your pay + loan payments + cushion

Annual loan payment

From lender or SBA calculator

Price check

SDE x typical multiple for the industry

Section-by-section tips

About Us

Sellers choose buyers too. Many owners care who takes over their people and customers, not just the price. Expertise: skills you bring to upgrade a business. Experience: businesses, teams, or P&Ls you have run. Financing: lender, seller financing, or other options you have lined up. Showing financing is ready makes you a serious buyer.

Preferred location and max drive time

Town or area you would most like. Owners show up, so be honest about how far you will go every day. A great business two hours away can become a burden.

SDE range

Seller's discretionary earnings: the owner's total benefit (profit plus owner pay and perks). Use the Step 1 numbers to set your minimum.

Purchase price range

Depends on the multiple. Keep the top end at or below the max purchase price from Step 1.

Team size

Look for enough people to cross-cover roles, so the business does not stop when one person is out.

Attributes I'm looking for

List the tells that a business needs what you bring. Examples: dated website, retiring owner, paper processes, no ERP, 5+ years in business. On the seller copy, write these as positive qualities (e.g. "established 5+ years", "owner planning to retire", "room to modernize systems").

Industries of interest

Industries you would happily look at. Keep the list broad; "including, but not limited to" invites sellers you had not thought of.

Not a fit

Your hard no's: declining revenue, too young a business, and anything else you will not consider. Saves everyone time. Phrase them politely on the seller copy.

Contact

Use an email and phone you check daily. Brokers move fast on good deals.

Before you hand it out: re-read pages 1-2 as if you were the owner. Keep it short, specific, and respectful. Print pages 1-2 only.