Offer Comparison Worksheet

Compare up to three offers on your business: price, terms, certainty and the buyer.

FREE WORKSHEET

	Offer A	Offer B	Offer C
PRICE AND TERMS			
Buyer			
Offer price (total)			
Cash at closing			
Seller financing (amount, rate, term)			
Earnout (amount and targets)			
Inventory (included or extra)			
Lease (assumed, landlord consent?)			
CERTAINTY			
Proof of funds or pre-approval			
Financing contingency			
Other contingencies (diligence, licenses)			
Proposed closing date			
NDA signed / buyer registered			
TRANSITION AND FIT			
Transition or training period			
Buyer's experience in this industry			
What the offer is based on			
YOUR SCORE			
Total value (1 to 5)			
Likelihood of closing (1 to 5)			
Risk to seller (5 = lowest)			

Before you accept any offer

- ☐ What is the offer based on?
- ☐ Can the buyer prove they can close?
- ☐ What do the business's earnings support?
- ☐ What are the terms, not just the price?
- ☐ How certain is it?
- ☐ What are your real alternatives?
- ☐ What does it cost to wait?

Walk away when

- ☐ The offer is far below what the business can earn
- ☐ The buyer can't show proof of funds
- ☐ The terms shift most of the risk to you
- ☐ A better alternative exists

> *"The lowballers of late 2019 and early 2020 are being accepted now." Abe Jenners, April 2020*

Scripts for countering

Ask for the basis: "Before the seller responds, can you walk me through how you arrived at that number, and send proof of funds?"

Counter with terms: "The seller can't accept that price in cash, but would you consider [price] with [amount] in seller financing over [term]?"

General information, not legal or financial advice. Full article: "Closing Deals During Lockdown: Bargain Buyers, Lowball Offers and What Sellers Should Do" at businessbrokerscrm.com.