

How to use this template

This free template follows a 15-section outline for a confidential information memorandum (CIM). Replace everything in *[grey brackets]* with the details of your listing, delete what you don't need, and add your own logo and colors.

- **Send the CIM only after the buyer has signed your NDA and been approved.**
- Keep every number consistent with the documents in your data room.
- Don't name key employees, customers or suppliers.
- A one-page teaser template is included at the end, for buyers who haven't signed yet.
- Delete this page, and the "Template by Vertica CRM" line in the footer, before sending.

Want this filled in for you?

Filling in a CIM by hand can take a day or more for every listing. Vertica CRM's AI CIM generator drafts the whole memorandum in minutes from the financials and files already in your CRM, using this template or any of your own. You review and edit an editable Word or PDF draft, then release it to approved buyers with one click. Save time on every listing, and the cost of having CIMs written for you.

[Book a demo and see a CIM drafted from your own listing](#) · +1 212 381 4994 (USA) · +61 3 8518 4759 (Australia)

Guide: [What to include in a CIM](#) explains what to write in each section.

[Your firm logo]

CONFIDENTIAL INFORMATION MEMORANDUM

[Headline: for example, Established Commercial Services Company, Southeast US]

[Business code name] · [Listing number] · [Month, year]

[Insert a hero photo that does not identify the business]

Presented by

[Broker name], [Title] · [Firm] · [Phone] · [Email]

Confidentiality and disclaimer

This Confidential Information Memorandum has been prepared solely for the recipient's evaluation of a possible purchase of the business described. It is provided under the Non-Disclosure Agreement signed by the recipient and must not be copied, shared or used for any other purpose.

The information in this memorandum was provided by the seller and has not been independently verified by [Firm]. Neither the seller nor [Firm] makes any representation or warranty as to its accuracy or completeness. Prospective buyers must conduct their own due diligence and consult their own legal, tax and financial advisors.

Do not contact the business, its employees, customers, suppliers or landlord. All inquiries should be directed to [Broker name] at [Phone] or [Email].

[Have your attorney review this wording.]

Contents

1. Executive summary
2. Investment highlights
3. Business overview and history
4. Products and services
5. Customers
6. Market and competition
7. Operations and facilities
8. Staff and management
9. Financial summary
10. Asking price and terms
11. Reason for sale and transition
12. Growth opportunities
13. Next steps

Appendix

1. Executive summary

[One page. What the business does, where, for how long, and why it's attractive. Include the key numbers: revenue, recast earnings (SDE or EBITDA), asking price and what's included. Write this section last.]

Key facts	
Business type	[e.g., Commercial HVAC service]
Location	[Region, not exact address]
Established	[Year]
Employees	[Number]
Revenue (latest year)	[\$]
Recast earnings (SDE or EBITDA)	[\$]
Asking price	[\$]
Reason for sale	[e.g., Retirement]

2. Investment highlights

[Five to seven reasons a buyer should be interested.]

- [e.g., 20+ years of steady revenue growth]
- [e.g., Recurring maintenance contracts make up 40% of revenue]
- [e.g., Experienced team in place; owner works 30 hours a week]
- [e.g., Clear room to grow through marketing or new services]
- [e.g., Seller financing available]

3. Business overview and history

[The founding story, key milestones, location and facilities. Tell the story, not just the facts.]

[Insert photo of the premises or operations]

4. Products and services

[What the business sells and to whom, pricing and what makes it different.]

Product or service	Share of revenue	Notes
[Service line 1]	[%]	[]
[Service line 2]	[%]	[]
[Service line 3]	[%]	[]

5. Customers

[Customer types, how long they stay, and concentration. Don't name key accounts. If one customer is a large share of revenue, say so honestly.]

6. Market and competition

[The local or industry market, main competitors and why this business wins.]

7. Operations and facilities

[Hours, systems and software, suppliers, equipment, inventory and the lease (term, rent, renewal options). Note what transfers with the sale.]

[Insert photo of equipment or facilities]

8. Staff and management

[Roles, tenure and who runs what, without names. Show the business can run without the owner.]

Role	Years with the business	Full or part time	Staying after sale?
[Operations manager]	[]	[]	[]
[Lead technician]	[]	[]	[]
[Office administrator]	[]	[]	[]

9. Financial summary

[At least three years. Recast the earnings and explain every add-back in a note below the table. Keep every number consistent with the data room.]

	[Year 1]	[Year 2]	[Year 3 / TTM]
Revenue	[\$]	[\$]	[\$]
Cost of goods sold	[\$]	[\$]	[\$]
Gross profit	[\$]	[\$]	[\$]
Operating expenses	[\$]	[\$]	[\$]
Net income (as reported)	[\$]	[\$]	[\$]
Add-back: owner salary and benefits	[\$]	[\$]	[\$]
Add-back: depreciation and amortization	[\$]	[\$]	[\$]
Add-back: interest	[\$]	[\$]	[\$]
Add-back: one-time expenses	[\$]	[\$]	[\$]
SDE or adjusted EBITDA	[\$]	[\$]	[\$]

Add-back notes: [Explain each add-back in one line.]

[Insert a chart of revenue and recast earnings over time]

10. Asking price and terms

Terms	
Asking price	[\$]
Included	[Equipment, inventory up to \$X, goodwill, customer list]
Excluded	[Cash, receivables, real estate]
Seller financing	[Available / terms]
Training and transition	[e.g., 60 days of training]

[Explain how the price was reached, tied to the recast earnings.]

11. Reason for sale and transition

[Why the owner is selling, in plain language, and how they will support the new owner.]

12. Growth opportunities

[Realistic ways a new owner could grow the business. Keep them credible.]

13. Next steps

[How to ask questions, request a meeting and submit a letter of intent. Contact details for the broker.]

Appendix

[List the supporting documents available in the data room: profit and loss statements, balance sheets, tax returns, lease, equipment list, photos.]

ONE-PAGE TEASER TEMPLATE

Anonymous. Safe to share before the NDA.

[Headline: e.g., Profitable Commercial HVAC Service Company, Southeast US]

At a glance	
Industry	[]
Region	[State or region only]
Years established	[]
Revenue	[Range or figure]
Recast earnings (SDE)	[Range or figure]
Asking price	[\$]
Employees	[]

The opportunity

[Three or four sentences on what the business does and why it's attractive, without anything that identifies it.]

Highlights

- [Highlight 1]
- [Highlight 2]
- [Highlight 3]

Next step

[Sign the NDA at (registration link) to receive the full confidential information memorandum. Contact (broker name, phone, email).]