

Sierra Company, LLC

7342 Powderhorn Dr • Littleton, CO 80124 • www.sierracompany.net • 303 903-2100 • Fax: 303 792-3208

I. GENERAL INFORMATION

- A. Full legal corporate name: _____
dba or trade name: _____
- B. Business mailing address: _____
City _____ State _____ Zip: _____
Business phone: _____ fax: _____
- C. Business website: _____
- D. Owner or contact name: _____
- E. Home mailing address: _____
City _____ State _____ Zip: _____
Home phone: _____ fax: _____
- F. Private phone for contact purposes: _____
- G. Private e-mail address for contact purposes: _____
- H. What is the Company's SIC Code: _____

II. COMPANY ORGANIZATION

- A. When was the Company founded? _____ When did the current Ownership acquire the Company? _____
- B. Is there a Buy / Sell agreement between Owners? Yes No, if yes, attached copy.
- C. Are there other locations, subsidiaries, or affiliated business? Yes No _____
- D. Is there any current or pending litigation? Yes No if yes, explain _____

Type of Company: Proprietorship Partnership S-Corp C-Corp LLC Other

Owners Name	Active (Y/N)	Position / Relationship	% Ownership
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III. HUMAN RESOURCES

- A. How many employees does the business have: Total: _____ Full time: _____ Part time: _____
- B. What special training / Licensing / certifications / education is required of employees: _____

- C. Does the Company provide Employee Benefits Yes No _____
- D. What job functions does the Owner perform on a daily basis; _____

- E. Are there any relatives employed by the Company Yes No _____

IV. NATURE OF BUSINESS

- A. Describe the Company's principal business Activity _____

- B. Are there any intangible assets used in the business, such as patents, trademarks, professional licenses, permits, franchises, distributor agreements, other intellectual property, etc.? Yes No If yes, explain:

- C. What are the Strengths and Weakness of the Company: _____

- D. Given additional resources, what is the best way to grow the Company: _____

- E. Does the Company have any exclusive distributions rights: Yes No _____
- F. What unique feature about the products / services attracts customers? Why do customers buy?

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G. How many customers does the Company have? _____

H. This year, will any individual customers account for more than 10% of revenue? Yes No

I. Does the Company have any recurring revenue? Yes No

J. What is the dollar value of the Company's average Sale? _____

K. What percent of business is to existing customers? _____

L. Does the Company have its own brands? Yes No _____

M. Who are the industry leaders in your market place? _____

N. Are there industry Companies that are expanding Nationally Yes No _____

V. FACILITIES

A. Business Facility:

1. What is the total square footage? _____ How much land is occupied? _____

2. Is the real estate owned by the company, its shareholders or their families? Yes No by _____

3. If the business or its shareholders or their families own the real estate, what is:

Market value: _____ Debt: _____ Equity: _____

Current Monthly rent: \$ _____ Market rent: _____

4. Is the property included in the sale Yes No _____

5. If the building is leased, what is:

a. Lease Payment: _____ Expiration Date: _____ Market Lease: _____

VI. MARKETING INFORMATION

A. Please attach copies of the company's marketing materials.

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VII. FINANCIAL INFORMATION

A. Are the Financial statements prepared on a: Cash basis Accrual basis

B. Are sales seasonal or cyclical? If yes, explain _____

D. What is the gross revenue forecast for the current year and next 2 years?

Current Yr. \$ _____

Current Yr +1: \$ _____

Current Yr. + 2: \$ _____

E. Please attach income statements and balance sheets for the past three fiscal year-ends and current year-to-date. Please include details on operating expenses and cost-of-goods.

F. Please complete the attached Recast Worksheet on the following page.

Since privately owned companies tend to keep reported profits and thus taxes as low as possible, financial recasting is an important element to understanding the earning capacity of the business enterprise.

Recasting provides an economic view of the company and allows meaningful comparisons with other investment opportunities.

Financial recasting eliminates such items as excessive and discretionary expenses and non-recurring revenues and expenses from the historical financial presentation, along with debt and interest expense since they reflect the financing decision of the current owner and may not represent financing preferences of a new owner.

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RECAST WORKSHEET

ADD BACKS:	FYE 20	FYE 20	FYE 20	Interim 20
Owner Compensation (one Owner)				
Owner(s) Payroll Tax				
Owner(s) Ins. (auto, health, life)				
Owner(s) Retirement				
Owner(s) Vehicles				
Other Owner(s) Comp./Benefits				
Personal travel, meals, entertainment				
Contributions/Sponsorship				
One-time, non-recurring loss				
Rent Normalization +/-				
Other Co. paid personal expense				
Other Co. paid personal expense				
Other Co. paid personal expense				
Other Co. paid personal expense				
TOTAL ADD BACKS				