

First Diligence Advisory - Overview



First Diligence Advisory is a boutique sell-side advisory bringing Private Equity and Investment Banking experience to Main Street Businesses



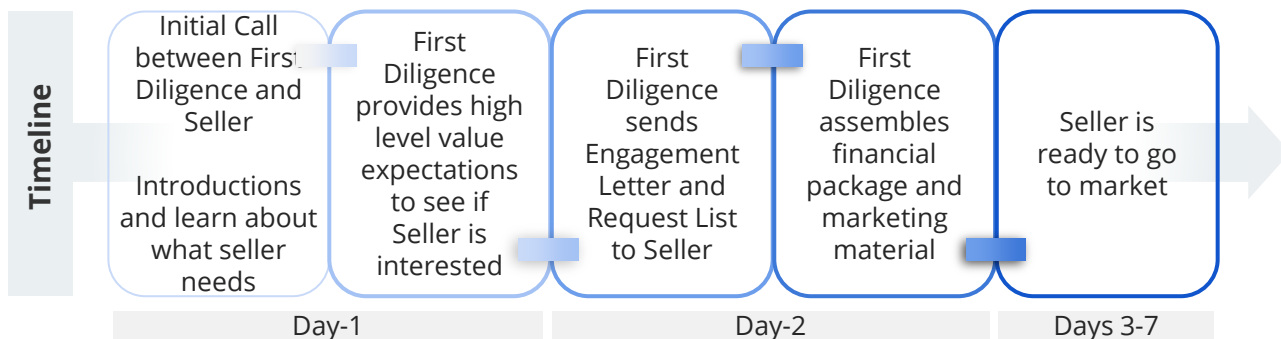
Who We Are?

A team of professionals with extensive deal experience in multiple facets. We have Private Equity and Investment Banking experience on both the buy-side and sell-side which allows us to bring high value, high touch sell-side advisory services to small and medium size businesses.

What Sets us Apart?

Difference	Most Business Brokers 	First Diligence Advisory 
Experience	<ul style="list-style-type: none">• No operator or intermediary experience• Unknowledgeable about multiple deal structures• Limited Finance and Accounting knowledge	<ul style="list-style-type: none">• Team of Operators, Investors, Investment Bankers• Hundreds of deals under our belt• Empathetic – We know how big of a deal selling is
Process	<ul style="list-style-type: none">• List on internet and wait• No proactive outreach• Field questions from buyers as they come• No up-front work• Get maybe one offer	<ul style="list-style-type: none">• Streamlined process to limit seller headache and work• Perform diligence up front to limit follow up requests• Proactive outreach to real buyers• Get multiple offers to drive price up
Network	<ul style="list-style-type: none">• Other brokers	<ul style="list-style-type: none">• Financing sources to streamline deal process• Referrals to attorneys, accountants, and more
Fees	<ul style="list-style-type: none">• Unfair fees between 8-10% of purchase price• Monthly retainers from \$500-\$4,000	<ul style="list-style-type: none">• 3-4% of total purchase price at close• No retainers, deposits, other fees

Where Do We Start?



What Are the Different Steps to Selling My Business?

Steps	Most Business Brokers ❌	First Diligence Advisory ✅
Pre-Market	<ul style="list-style-type: none"> Gather high-level information List on Internet 	<ul style="list-style-type: none"> Thorough diligence on financials to ensure proper EBITDA/SDE calculation Market research on comparative multiples Detailed marketing materials to cut down on follow up requests
Pre-Letter of Intent	<ul style="list-style-type: none"> Bring offers to seller one by one 	<ul style="list-style-type: none"> Vet potential buyers to save sellers from 'Tire-kickers' Run timeline process to solicit multiple bids and competition
Letter of Intent/Diligence Phase	<ul style="list-style-type: none"> Largely step back and let buyer and seller interact 	<ul style="list-style-type: none"> Field diligence requests on behalf of seller Catalyst between buyer and seller on questions and answers Provide referrals to professionals (CPAs, Lawyers, Financing Sources, etc.) as needed

Why Should I Use First Diligence Advisory

First Diligence was founded on the principle of providing world-class advisory at a fraction of the cost. First Diligence is not like any business broker you will come across. We know the significance of selling your business and we treat it as such. From our first intro call to the closing call, we will be by your side every step of the way providing insight and ensure you get maximum value for the business you built.

Even if you decide not to sell, you will have a clear picture of what you can expect in terms of business value and process when the time comes – For Free.