

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?

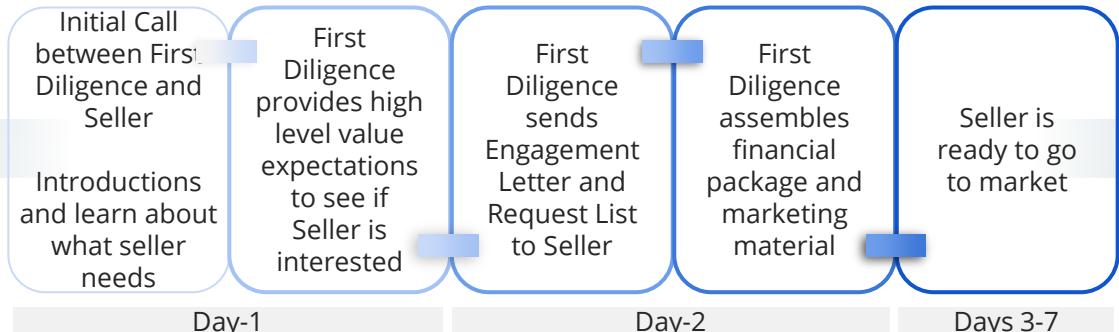
A team of professionals with extensive deal experience in multiple facets. We have Private Equity and Investment Banking experience on both the buy-side and sell-side which allows us to bring high value, high touch sell-side advisory services to small and medium size businesses.

What Sets us Apart?

Difference	Most Business Brokers 	First Diligence Advisory 
Experience	<ul style="list-style-type: none">No operator or intermediary experienceUnknowledgeable about multiple deal structuresLimited Finance and Accounting knowledge	<ul style="list-style-type: none">Team of Operators, Investors, Investment BankersHundreds of deals under our beltEmpathetic – We know how big of a deal selling is
Process	<ul style="list-style-type: none">List on internet and waitNo proactive outreachField questions from buyers as they comeNo up-front workGet maybe one offer	<ul style="list-style-type: none">Streamlined process to limit seller headache and workPerform diligence up front to limit follow up requestsProactive outreach to real buyersGet 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 processReferrals to attorneys, accountants, and more
Fees	<ul style="list-style-type: none">Unfair fees between 8-10% of purchase priceMonthly retainers from \$500-\$4,000	<ul style="list-style-type: none">3-4% of total purchase price at closeNo retainers, deposits, other fees

Where Do We Start?

Timeline



What Are the Different Steps to Selling My Business?

Steps	Most Business Brokers <input checked="" type="checkbox"/>	First Diligence Advisory <input checked="" type="checkbox"/>
Pre-Market	<ul style="list-style-type: none">Gather high-level informationList on Internet	<ul style="list-style-type: none">Thorough diligence on financials to ensure proper EBITDA/SDE calculationMarket research on comparative multiplesDetailed 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 sellerCatalyst between buyer and seller on questions and answersProvide 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.