



SALES MEMORANDUM

A Sales Memorandum is used by sellers to provide important information about their business and its key values to prospective buyers. In most cases, copies of the Sales Memorandum are only given to prospective buyers if they agree to sign a Non-Disclosure Agreement (NDA) first.

Use the template below as a checklist for covering the main points. Keep each point concise, perhaps using short bullet-pointed text. You can make it easier and more attractive to read if you include financial sheet summaries, financial charts, and images of your business. However, keep in mind that the real details are provided later at the due diligence stage. If done well, the Sales Memorandum can help give you advance warning of additional information that is needed before the due diligence.

BUSINESS NAME

PROPRIETOR'S NAME(S)

Insert the owner(s) names and their percentage share.

CONTACT DETAILS

Mailing address:

Email address:

Phone number:



SUMMARY

MAIN LOCATION

Describe where your business is located (main location and any secondary locations, ie. outposts).

WEBSITE (IF ANY)

YEAR ESTABLISHED AND HISTORY

When the business was established and by whom. Give the main historical facts and/or key events during the business's history.

WHY THE BUSINESS IS AN ATTRACTIVE PROPOSITION TO A BUYER

Highlight the positive reasons as to why a buyer would want to purchase your business. Do this by describing its strengths (location, lake, facilities, guest list) and potential for growth/value increase possibilities.

REASON FOR SELLING

Identify the reason(s) for selling:



BUSINESS HIGHLIGHTS

GUEST PROFILE

Briefly describe your typical profile of a guest that would visit your business.

KEY INDUSTRY FACTS

Indicate whether the industry (ie. eco-tourism, fishing, hunting, retreats, overall tourism) is growing, declining, or staying pretty much the same in your area and nationally. This is important information for a buyer, so do your research and reference any relevant reports which support it.

MAIN PROMOTIONAL METHODS

Outline the main promotional activity that is used to build awareness and interest in your business, such as advertising (trade-shows), social media, personal selling, or other methods of marketing.

THE VALUE PROPOSITION

Why do guests choose your lodge, camp or resort over your competitors? Is it uniqueness, pricing, location, facilities, food, service, fishing, hunting, etc.?



KEY FINANCIAL FACTS AND FORECAST

Financial strength is of vital concern to potential buyers. Describe past performance using this [excel spreadsheet](#). Also describe your business's debt vs equity position.

STAFFING

Enter the number of full-time and part-time employees in your business.

Number of employees that are full-time:

Number of employees that are part-time:



ASKING PRICE AND TERMS

ASKING PRICE

Type your asking price or price range.

Add further comments (if any) on the asking price.

OWNER FINANCING

Owner financing is a solution where instead of getting the funding from a bank or other finance provider, the buyer borrows all or part of the sale price from you - the seller.

Owner financing is available / not available

Add any details/terms about your owner financing option (if any). These details/terms could include the loan amount or percentage of the purchase price, term length in years, interest rate, and repayment schedule (monthly, quarterly, yearly).

THE TRANSITION OF BUSINESS OWNERSHIP

What plans do you have in place to ensure a smooth transition of business ownership? Measures might include training, a stated post-sale time commitment for hand-over completion, or even a willingness to stay on in the business for an agreed period.



REQUIRED BUYER QUALIFICATIONS

In considering a prospective buyer, what are the minimum qualifications they need to have, if any? Clearly state the buyer criteria here that is acceptable to you, such as prior experience and available finances. This can help significantly reduce applications submitted by time-wasters.

TYPE OF BUSINESS SALE

What type of business sale is it? ie. an asset sale or transfer of shares/stock transaction.

TERMS OF SALE

What terms of sale are acceptable to you? Here's a chance to lay-out your minimum acceptable terms for a deal (if any). This helps set buyer expectations at an early stage, perhaps scaring off the less serious.



FUTURE DEVELOPMENTS

THE MAIN BUSINESS OPPORTUNITIES

List realistic potential opportunities for the business that will add revenue growth and profitability. You should also include any potential efficiency, risk-reduction, and/or cost reduction measures.

THE CHALLENGES AND RISK

All businesses have challenges and risks, so it wouldn't be wise to pretend otherwise. Describe the top challenges and risks here that are most likely going to impact your business within the next 12 to 24 months.

IMPROVEMENT ACTIONS ALREADY TAKEN

Highlight any improvement measures that you've taken in the past 5 years.



APPENDICES

List the documents that you consider as attachments to this sales memorandum.

1. Document 1
2. Document 2
3. Document 3