

# CHEAT SHEET

FOR INTERVIEWING BROKERS TO SELL YOUR STORE FOR THE MOST MONEY IN THE SHORTES AMOUNT OF TIME



# 1-888-814-8226

WE SELL RESTAURANTS 5055 N OCEANSHORE BLVD. PALM COAST. FLORIDA 32137 Conducting an interview with any broker that wants to sell your restaurant is an excellent way to weed out those who have the experience and skills to sell versus those who do not.

Use our handy "Cheat Sheet" of interview questions to learn more about any broker you may trust with listing your restaurant for sale.

## VALUATION

What is your experience and understanding of restaurant valuation?

- What are reasonable and customary add backs you use in determining owner's discretionary earnings?
- Do you have a statistical resource for comps?

Do you have a financial services or ) banking background? MBA, Finance or Accounting degree?

What is the multiple you are using and D why?

#### MARKETING



# EXPERIENCE

OWhat is the average time on market for your listings?
O How many restaurants have you sold?
O How many franchise resales have you transferred? How many Firehouse Subs?
O What authority do you have as a restaurant broker personally?
O What is your closing percentage?
What are the names and telephone numbers of three recent sellers for restaurant sales?
O What other types of businesses do you sell?
Are you part of a franchise?
O Are you a Certified Restaurant Broker?

## MORE

restaurant?

Do you have lending resources of the second	you closed

) How do you measure success?



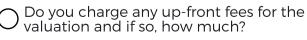
How will you communicate with me about my restaurant for sale?



Do you co-broker or participate with other brokers in sharing commission to sell my restaurants?

What is the length of your standard listing agreement?

What is your commission amount (% or flat fee)?



What if any, are my additional charges for marketing?

What guarantees if any do you offer?