

Business Listings & Acquisitions Proposal



Congratulations!

We are Intrigued by Your Thriving Business

Our network of buyers and sellers we have accumulated over the years are eager for businesses like yours. We think you have a thriving business available for takeover and we would be delighted to get the opportunity to be able to serve you in a professional capacity with the appropriate business listing and proper materials necessary to sync one of our buyers up with you for a potential acquisition.



JARBLY ACQUISITIONS
A LEADER IN BUYING & SELLING BUSINESSES

1) Discovery

What unique proposition does your business have?

What are the values and the priority propositions that necessitate a new strategic acquirer?

What is the maximum opportunity available?

2) Viability

Will buyers actually like to take this business over?

What are the strengths of the business? What are the pitfalls that a buyer might be getting in to and can they be repositioned or leveraged? What are the opportunities for future growth and how easy are they to implement and scale upward?

3) Valuation

What would the appropriate valuation be on the business considering the materials, business model, financials, and strategic/potential fits for acquisition?

What is the idea exit strategy for yourself?

4) Formal Business Listing

Once we approve of the viability, we prepare a formal business listing that documents the Confidential Information necessary for someone to decide to move forward.

5) Prospectus

Once we approve of the viability, we prepare a formal business listing with a Memorandum in place consisting of pertinent information any business buyer is looking for to understand the scope and the deal.

6) Marketing Materials

How does your product or service differ from the current marketplace? Why is your business something they should move on? What are the unique value adds that would make an investment in your entity suitable? What is overwhelming enough about the business model and upside compared to cash out?

7) NDA

Once we establish the materials and we prepare for lead generation, we will get an NDA on file for each prospect to make sure you are protected.

8) Listings

Listings are prepared and advertised to in order to generate interest and attract viewers and buyers. Compelling teaser information is prepared and advertised on exclusive networks where buyers and investors are located to attract eyeballs.

9) Acquisition Lead Generation

Buyers and investors come in when interested in your offering. You can expect 5-25 quality leads per month depending on your business and listing.

10) Lead System

After individuals express interest, we deliver them through a strategic acquisition process. Introductory calls are arranged. NDA's are sent. Prospectuses are sent. Leads go through our follow-up system.

11) Offer, Negotiate, and Acceptance

When a buyer is interested, we will get them to submit a preliminary offer. During this process, we negotiate the terms with proven strategies so they are most favorable to you so we sell the business for asking price in record time. We find hidden value to increase the offer.

12) Agreement, Funds, and Support

Once we solidify terms, we get an agreement underway where we provide materials and/or work with your attorneys. Once the agreements are signed, we prepare escrow details, and prepare the funds and assets transfer. We also help with transition plans post-sale.



What to Expect

How We Achieve a Buyer

We will do significant marketing once we achieve our listing. We will be posting listings, sending email blasts, posting the listing on our website/s, and speaking with parties we have relationships with. From time to time, we will ask you some questions to enhance the prospectus and to answer buyers needs. We typically present serious buyers to you only after we have properly vetted them for discussion. Sometimes a serious buyer will move on an LOI soon, once they locate the target acquisition. Others, will proceed straight to an Asset Purchase Agreement or Stock Purchase Agreement.



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Demographics

*(Industry,
Gender/Age/Marital
Status/Cultural
Appropriations,
Owner/Employer/Employ
ee)*

Buying Roles

*(Decision makers,
Influencers)*

Goals and Responsibilities

*(Overview, Expectations,
Workload)*

Needs

(Terms, Support)

Objections

(Financials, Operations)

Frustrations

*(Competitors, Landscape,
Scalability)*

Buyer's Journey

*(Awareness,
consideration, Purchase,
Advocacy)*

Channels

*(Social media, SEO, Other
digital activities, Non-
digital activities)*

Sources of information

*(Content that Influences
purchase Decisions)*



- Teaser Information
- Prospectus
- Business Buyer Prospecting
- Email & Listing Marketing

- Offer
- Terms
- Due Diligence

- Asset Purchase Agreement
- Stock Purchase Agreement
- Escrow
- Transition and Support

Lead Generation

While we prepare the proper information to position your business for the maximum opportunity, we find synergistic buyers who are looking for your acquisition target.

LOI

Once we generate serious interest, we will look to get a buyer to submit an LOI, which expresses the initial terms of the deal. Some LOI's have a deposit and some do not dependent on the nature of the deal and the type of business or materials being transferred.

Agreement

After we move through due diligence, we look to move to a formal and finalized agreement. Depending on the type of acquisition (transfer of stock, assets, or an investment/partnership), we look to solidify terms smoothly and initiate the funds release through escrow or direct to the seller, depending on the deal and paperwork.



Dialled-In Processes

A System to Generate Interest and Close the Transaction

We treat leads as priority and are opportunistic when they request for more info. Most business liaisons do not get back to prospects right away and make them jump through cumbersome processes to retrieve info. We make all our prospects sign digital e-sign NDA's as soon as they opt in. Then, we send prospectus information immediately after they sign. We follow up incessantly until we present you with an offer.



Business Acquisition Process

Moving from LOI to Closing

An LOI, is short for Letter of Intent. This is their proposed offer with the terms to enter something called a Due Diligence period. Due Diligence typically lasts 10-14 days (sometimes 30-60 days for a larger deal), and will require you to open up the books to the interested Purchasing Party before an Asset Purchase Agreement is signed. Once we move through adequate Due Diligence, we move through the Agreement/s, Escrow Process and the Transfer of Possession. We are here to guide you through the entire process and have done many many deals to position the terms in the most favorable manner.



Business Prospects

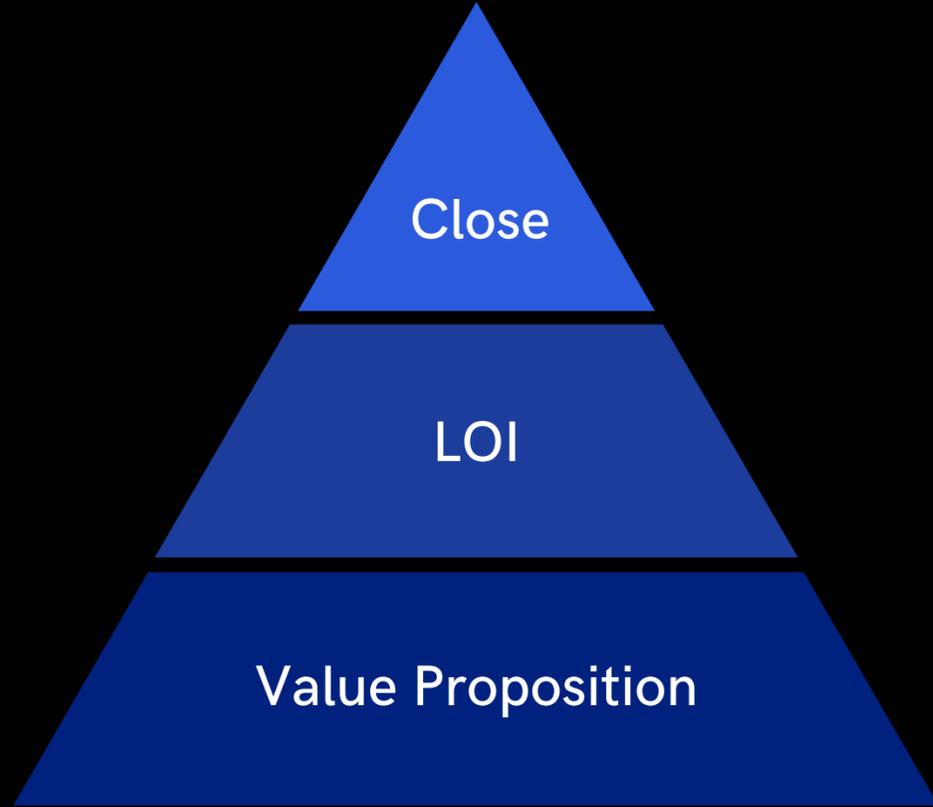
What We Need to Position the Maximum Value of the Sale

- Business overview
- Financial Documents
- Financial Analysis
- Supply chain/delivery process/automation/AI
- Company moats/barriers
- Passive cash flow analysis
- Any traffic screenshots or SEO
- Competitive advantages
- Opportunities for future owner
- Transition Period



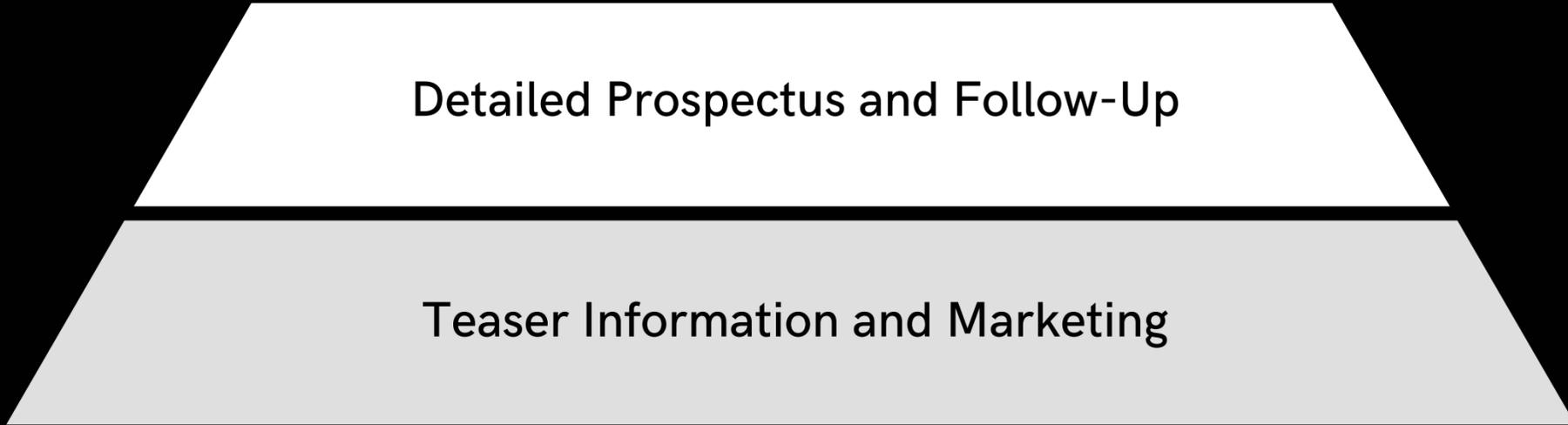
OUR PROCESS

Acquisition



Finding the Strategic Buyer

Listing



1. Identify your target buyer

We make sure we put out appropriate listings to generate quality interest. We tap into our network of buyers/sellers.

2. Prepare the CIM material

Preparing materials in advance of what buyers will both look for and ask is imperative.

3. Identify your target buyer

We locate the strategic fit based on experience, capital, terms of the deal, and if synergies present themselves. We also strike deals with multiple partners to get the deal done.

4. Define your value proposition

We look at your entire business and find untapped value and what monetization growth opportunities you have, barriers to entry, and the growth opportunities somebody could use to leverage.

5. Attract an Offer

We work with interested parties to generate a quality offer for you.

6. Set up the Closing Details

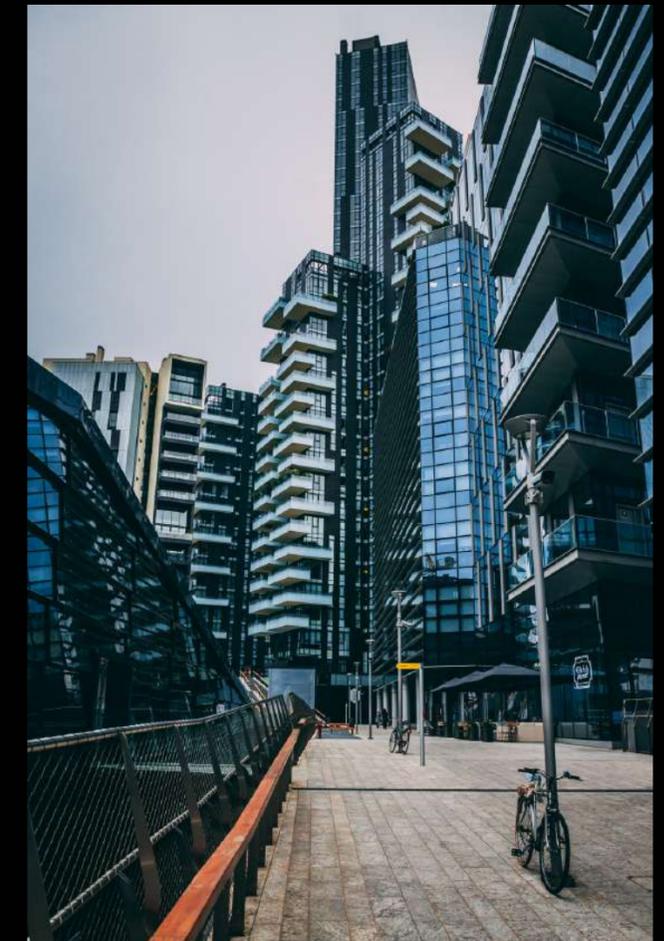
We help you with agreements, we work with multiple parties including escrow companies, and banks to try for a very quick closing with no issues.



Acquiring a Buyer

Positioning Your Company for Sale is Delivering the Right Pitch amidst the Valuation

Our acquisition model is a customer-lifecycle framework that is dialed in to initiate a system of lead generation for a proper strategic buyer who would be a good fit for your offering. It is called a Strategic Acquisition Positioning and the focus comes down to Discovery, Preparation, Awareness, Generation, Follow-Up, and Agreement. We look forward to sharing more about us and our processes before we sell your business for you.



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We Find Your Value

We Find Your Competitive Position with a SWOT Analysis

A SWOT analysis maps out your company's path towards your goals by identifying strengths and weaknesses (internal attributes) and opportunities and threats (external conditions). We uncover your company's competitive position with these guiding questions.

Strengths

What advantages does your company have? What do you do better than anyone else? What are your unique selling points?

Weaknesses

What areas can you improve on? What does your company lack? What things do your competitors do better than you?

Opportunities

What changes in technology, policies, and social patterns can be a growth opportunity for the company?

Threats

What are the obstacles to your company's growth? Who are your competitors? What changing factors can threaten your company's position?



Your Value Add Strategy

We Analyze Your Company's Enhanced Value Initiatives

We aim to position your company's advantages, barriers, and moats as a powerful way to align with your business buyer. We find where the low hanging fruit is, what synergies can be easily formed, what partnerships can be forged, and how a buyer can ultimately position your company for a larger acquisition in the future once they deploy their vision and grow the company. Even if your company is in a downturn, we showcase and highlight the methods to bring it back up (things you used to do or new market conditions or lead gen sources) that will allow it to grow and prosper.



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What Buyers Love ...

Mission

We aim to position your company's mission, vision and values as a powerful way to align with your business buyer. This is a unique connector that juxtapositions you and the buyer to have a commonality. They want a business in your industry and your business gives them the ability to accomplish what they are drawn to.

Vision

Vision is what success looks like for your company. It is what your company aspires to be in the future. It is how the world will look like once you've accomplished your mission. It is the visible and tangible effect you want your company to create for your customers and the world, and buyers like a business that affects people and businesses.

Values

These are the guiding principles that help fulfill your company's mission and vision. We position this as a win for the buyer to take it over and show that what they are taking over is worthy of their investment and time beyond numbers. People buy businesses from owners.



Interest

When someone is interested, timing is important. Sellers who try to sell themselves send a manual NDA. We send e-signs automatically. We then send prospectuses immediately. We stay on top of our interested parties and leads.

Materials

Our process is streamlined to understand how buyers move through the process. We understand what buyers look for. A seller will most likely have sporadic materials and spend a lot of time sending information over to buyers.

Systems

We have dialed in systems to follow up with buyers and provide them with updates. A seller doesn't keep track of who to follow up with. A seller should focus on their business.

Offer

We have processes that intrigue a buyer into your business and industry. We combat their objections and we get them to present a quality offer based on creativity. We can bring in financing options and get creative with terms whereas a seller may not be able to.

Close

We are able to prepare proper agreements necessary for the close whereas a seller may not know what to do. This can make a deal look like an amateur transaction, and discourage buyers from proceeding. We have inexpensive closing options.

Support

We help solidify proper transition, support, and training periods for a hand-off and a smooth transaction post-sale. We are with you every step of the way even after the transaction, and can help with helping you reinvest to help offset potential taxes.



Strategy, Tactics, and Execution

Strategy

We understand the moves to make to help position the proper assets in a positive light.

Tactics

We understand the tactics used to try to lower price, and we combat them strategically by deploying levers.

Execution

We execute to get the deal done, from the start of our deal to completion.



Thank You

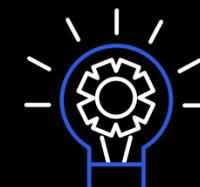
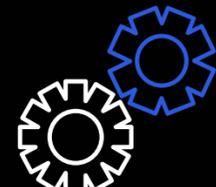
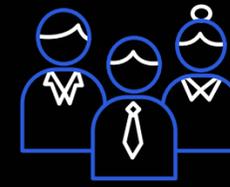
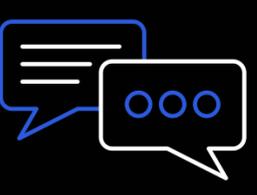
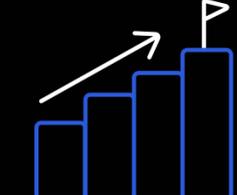
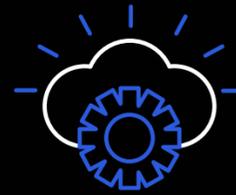
Thank you for your interest in working with the team at JARBLY Acquisitions. We look forward to selling your assets and/or business.

Please contact us at:

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