MARS NETWORKING · THE EXIT SESSION · OCTOBER 3, 2026

The Buyer-Ready Checklist

20 things a buyer will check, and you can start on this week.

Acquisition Pipeline Systems LLC

Check what's true today. Be honest; a buyer will be.

1. Does it run without you?

- ☐ I could take 30 days off and revenue would hold
- ☐ Someone other than me can sell, quote, and deliver our core service
- ☐ Our key processes are written down (SOPs, checklists, videos)
- ☐ Key customer relationships are held by more than one person

2. Can a buyer trust the numbers?

- ☐ Business and personal finances are fully separated
- ☐ Books are closed every month, within about 15 days of month-end
- ☐ I know gross margin by product or service line
- ☐ Statements are prepared or reviewed by a CPA, not just tax returns

3. Will the revenue come back next year?

- ☐ Some revenue is recurring or under contract (retainers, subscriptions, maintenance, service agreements)
- ☐ I track customer retention or renewal rate
- ☐ I can see at least 90 days of booked or contracted work
- ☐ Contracts renew automatically unless the customer cancels

4. Where's the risk hiding?

- ☐ No single customer is more than about 15% of revenue
- ☐ No single employee leaving would stall the business
- ☐ I have backup suppliers for anything critical
- ☐ Leads come from more than one source or channel

5. Is it clean?

- ☐ Entity, ownership, and operating agreement are documented and current
- ☐ Customer and vendor agreements are in writing and in one place
- ☐ The company owns its IP, brand, domain, and content (assignments signed)
- ☐ Licenses, insurance, and worker classification are current and correct

YOUR SCORE: ______ / 20

16–20 Buyer-ready. You have leverage in a negotiation.

10–15 Sellable, but you're likely leaving money on the table.

0–9 Right now a buyer sees a job, not a business. Start with question 1.

Know Your Number

A rough starting point, not a valuation. Small owner-run businesses are usually priced on SDE (profit plus the owner's pay and perks); larger ones on EBITDA. Every box you checked on page 1 pushes the multiple up.

Annual profit (SDE or EBITDA)	× Multiple	= Rough value
$ _______________	_______ x	$ _______________

Your Exit Runway

3+ years out	Build the machine: systems, team, recurring revenue. (Launch-stage founders, this is you.)
1–2 years out	Clean books, CPA review, fix concentration, legal and contract cleanup.
6–12 months out	Get a valuation, prepare for diligence, choose your exit path and your advisors.

Three Things to Do Before Monday

1. Write down the 5 things only you can do. Pick one to document or hand off within 30 days.
2. Pull every personal expense out of the business and keep them out.
3. Calculate your top 5 customers as a percentage of revenue. Know the number.

Five Questions to Ask Any Buyer

- How is this deal funded, and can you show it?
- What have you actually closed in the last 12 months?
- How much is cash at closing versus earnout, seller note, or rollover equity?
- What happens to my team, my brand, and my customers?
- What will you need from me after closing, and for how long?

FOR TODAY'S ATTENDEES

Free 30-Minute Exit Readiness Review

We walk your business through the five buyer questions. You leave with your top three gaps and what to fix first.

Book by Saturday, October 17.

Grant Hanson
Founder, Acquisition Pipeline Systems
512-470-6358 · grant@nationalbusinessconnections.com

[QR CODE]
Scan to book