

*Print Shop For Sale*

## HUNT-STEWART VALUATION QUESTIONNAIRE

*Use the yellow shaded cells to enter your company name, date and your scores for the 14 questions.*

**INSERT YOUR COMPANY NAME HERE**

*For accurate record-keeping, insert valuation date here:* **Aug. 3, 2008**

**INSTRUCTIONS:** Beneath the column titled **"Your Score"** please enter your own rating for each of the 14 questions. For each question, you must stay within the range provided. However, it is permissible to interpolate and use any number within the range. **Example:** Although the range provided may list 2,4 & 6, you are free to use 3 or 5 as well as numbers with decimal points such as 3.5 or 4.5 in order to fine-tune your rating.

		Score Range	Your Score
<b>1 COMPANY HISTORY/AGE</b>			
Current business is less than 3 years old	2		
Business is more than 7 years old and has a good local reputation.	4		
Business is more than 10 years old and has a great local reputation.	6		0.0
<b>2 RATING OF CURRENT LOCATION</b>			
Current location is not desirable and business will most likely have to move after the sale	2		
Current business location is good, but space for substantial growth may be limited	3		
Business has a long term favorable lease at a desirable location	4		0.0
<b>3 CURRENT FACILITY ANALYSIS</b>			
Current plant/facility is poor and will require significant investment	2		
Current plant/facility is in reasonably good shape and will need just a normal annual investment.	3		
Current plant/facility is modern and up-to-date in virtually all respects.	4		0.0
<b>4 SALES HISTORY (Last three years)</b>			
Average annual sales have declined by more than 10% during the past three years	2		
Average annual sales have been growing at a rate of 1 to 5%.	5		
Average annual sales have been growing at greater than 15% per year.	8		0.0
<b>5 STRENGTH OF CUSTOMER BASE</b>			
Company revenues highly dependent on a small number (1-5) of key customers, with top two totaling more than 40% of sales.	2		
Company revenues are well distributed with top two customers representing less than a total of 15% of sales.	4		
Company revenues come from a broad, diversified base of customers, with the top two customers totaling less than 8% of sales.	6		0.0
<b>6 ANALYSIS OF COMPETITION</b>			
Highly competitive market, with many similar firms located nearby.	2		
Normal competitive conditions in a stable marketplace.	4		
Little competition in a growing marketplace.	6		0.0
<b>7 CONTINUED EARNINGS ASSESSMENT</b>			
A new owner will face serious challenges for improving current sales and profits.	2		
A new owner should be able to maintain or moderately improve current sales and profits.	5		
A new owner should be able to continue or generate significant growth in sales and profits.	8		

# #1 - Valuation Questionnaire

0.0

## 8 INDUSTRY FUTURE ASSESSMENT

- Local market and economy is stagnant and or in decline. 2
- Local market and economic opportunities are about average. 4
- Local market opportunities are very good and opportunity for growth is excellent. 6

0.0

## 9 UNIQUE CAPABILITIES ASSESSMENT

- Company is well behind industry trends regarding the offering of new technologies, profitable products and/or services. 2
- Services and products offered are typical of industry and that offered by competitors. 4
- Existing business offers/provides unique services, products or technologies, with little competition. 6

0.0

## 10 EXPANSION OPPORTUNITIES

- Current business requires significant capital investment in order to continue to grow. 2
- Current business will need just a moderate capital investment in order to grow. 4
- Significant expansion and growth opportunities exist with little or no capital investment. 6

0.0

## 11 ESTIMATING & PRICING METHODOLOGIES

- Firm tends to rely on manual estimating or price books rather than computers. 2
- Company uses computers for estimating & pricing, but exhibits little mastery or organization regarding these tools. 4
- Firm is highly advanced in regards to estimating and pricing, including the offering of "portals" to customers for job ordering. 6

0.0

## 12 QUALITY OF MANAGEMENT

- Company is a "mom & pop" operation with no management level employees remaining after the sale. 2
- Current manager is a well rated employee and is expected to remain with the company after the sale. 5
- Company is staffed with an above average team of managers who are definitely planning to stay . 8

0.0

## 13 QUALITY OF EMPLOYEE TEAM

- Current owner (s) represent a significant percent of production team and will leave after sale. 2
- Most of the key production employees (other than owners) are likely to stay after the sale. 4
- Majority of employees are long-term with company, highly productive and plan to stay with the company after the sale. 6

0.0

## 14 FINANCING OPPORTUNITIES

- Current owner expects full cash payment at time of sale and is unwilling to finance 2
- Current owner is willing to provide a competitive interest loan over 5 to 10 years based on a down payment of 25 to 50%. 5
- Current owner is willing to finance virtually the entire sale price at better than bank interest rates. 8

0.0

**TOTAL SCORE FOR ALL QUESTIONS**  
**AVERAGE (MULTIPLIER)**

0.0

0.00