

THE 12-POINT BUYER DILIGENCE LIST

The Owner's Exit-Readiness Checklist

Buyers assess earnings quality, transferability, risk, and growth. Use this field guide to spot the areas that may strengthen buyer confidence before you start a process.

01 FINANCIAL QUALITY

- ☐ **Financial history**
Three years of P&Ls with clear support for legitimate add-backs.
- ☐ **Margin durability**
Margins are consistent, explainable, and benchmarked to your trade.
- ☐ **Quality of earnings**
Reconcilable books, current filings, and personal expenses separated.
- ☐ **Customer concentration**
Revenue is diversified, with major accounts clearly documented.

02 TRANSFERABLE OPERATIONS

- ☐ **Owner independence**
The company can operate without daily owner intervention.
- ☐ **Systems and SOPs**
Core workflows for dispatch, sales, hiring, and service delivery are documented.
- ☐ **Leadership and team**
Key managers and technicians are stable, accountable, and likely to stay.
- ☐ **Fleet and capital needs**
Assets are maintained, titled, and supported by a replacement plan.

03 MARKET AND BUYER APPEAL

- ☐ **Recurring revenue**
Plans and contracts have measurable retention, margins, and renewal history.
- ☐ **Licensing and compliance**
Licenses, insurance, permits, and material legal matters are organized.
- ☐ **Reputation and retention**
Reviews, referrals, and customer retention support the revenue story.
- ☐ **Evidence-backed growth**
Backlog, marketing performance, and expansion opportunities are documented.

Your score _____ of 12

10-12 Strong foundation

7-9 Gaps to tighten

0-6 Build the fundamentals

YOUR NEXT STEP

See the factors shaping your directional value range.

Run your free, confidential Exit Score. About five minutes. No financial uploads. No sales call.

RUN YOUR EXIT SCORE

exitlab.com/scan



This checklist is a starting point, not a valuation. Results vary by company, buyer, market, and deal terms.

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hello@exitlab.com