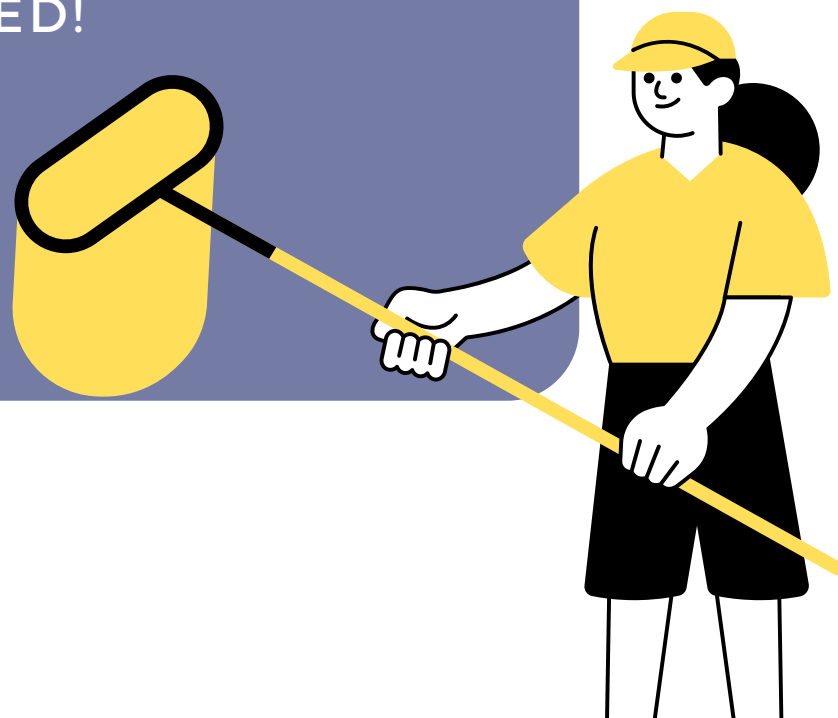


# CONGRATULATIONS ON LISTING YOUR ROUTE WITH US!

WE'RE EXCITED TO FIND THE RIGHT BUYER  
THAT FITS YOUR ROUTE AND TO GET IT SOLD AS  
QUICKLY AS POSSIBLE.

THIS BROCHURE WILL GUIDE YOU THROUGH  
THE ENTIRE PROCESS OF SELLING YOUR ROUTE.

LET'S GET STARTED!



# POOL ROUTE REPORT

A **SEALEYBB** ASSOCIATE WILL GET IN TOUCH WITH YOU AS SOON AS YOUR CONTRACT IS SIGNED.

A REPORT FORM WILL BE SENT TO YOU TO FILL OUT ALL NECESSARY INFORMATION ABOUT YOUR ROUTE. THIS REPORT IS SENT OUT TO INTERESTED BUYERS TO GET ALL INFORMATION READILY AVAILABLE FOR THEM, IN PLACE OF UNNECESSARY BACK AND FORTH COMMUNICATION WITH YOU AND THE BUYER.

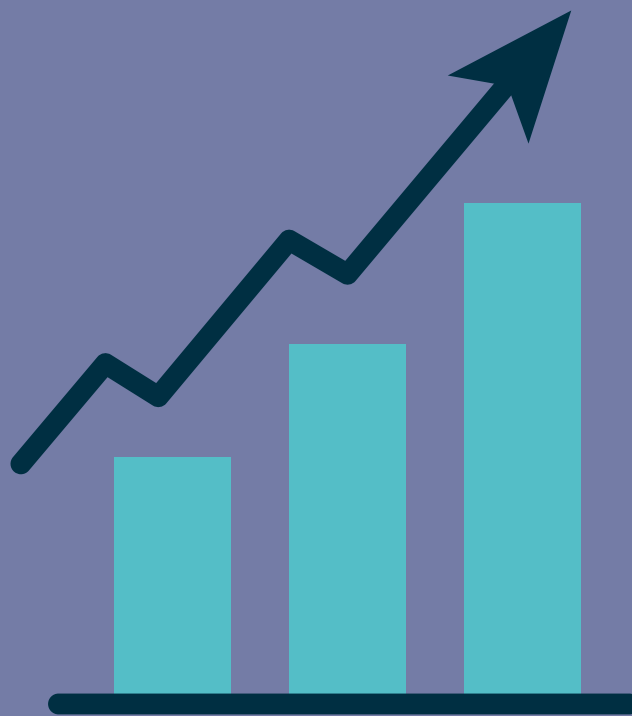
# OWNER FINANCING

OWNER FINANCING IS THE MOST POWERFUL TOOL WE CAN USE TO GET YOUR ROUTE SOLD.

OWNER FINANCING REFERS TO THE SALE OF A ROUTE WHEREIN THE SELLER PROVIDES 50% OR 60% OF THE FINANCING.

THE BUYER PUTS DOWN 50% OR 60% OF THE PURCHASE PRICE IN CASH, AND THE OTHER 50% OR 40% WILL BE FINANCED OVER 42 EQUAL PAYMENTS, SO ANOTHER 2 YEARS, AT 7% INTEREST. IT MAY TAKE LONGER TO GET THE FULL PRICE OF YOUR ROUTE, HOWEVER, YOU WILL EARN MORE THAN YOUR INITIAL PLAN IN THE LONG RUN THROUGH INTEREST EARNINGS.

# OWNER FINANCING



BASED ON OUR DATA, WE'VE HAD ROUTES SELL  
300% FASTER WITH OWNER FINANCED ROUTES  
VERSUS NON-OWNER FINANCED ROUTES

# FINANCE ADDENDUM

SHOULD YOU PROCEED WITH GOING WITH THE OWNER FINANCING WAY, WE HAVE AN ATTORNEY THAT HAS DRAFTED AN ADDENDUM TO PROTECT YOU AS THE SELLER, IN THE EVENT THE BUYER ISN'T PAYING OR FOLLOWING THE PAYMENT TERMS.

# INTERESTED BUYERS

WE MAKE SURE THAT WE HANDLE EVERYTHING WE CAN FROM OUR END. WE SCREEN AND ASSESS ALL THOSE INTERESTED IN YOUR LISTING TO ENSURE THAT WE CHOOSE THE RIGHT PROSPECT FOR YOU.

WE CHECK THEIR FINANCIAL CAPACITY, AS WELL AS THEIR PLANS, MAKING SURE THEY LINE UP WITH YOUR TIMELINE.

WE THEN SET UP A CALL WITH THE THREE PARTIES--YOU, THE BUYER, AND US--TO DISCUSS HOW WE CAN PROCEED.

# INITIAL CALL WITH BUYER

THIS CALL IS VERY IMPORTANT FOR BOTH SIDES. FOR YOU, THIS IS YOUR TIME TO SHINE; HIGHLIGHT EVERYTHING THAT MAKES YOUR ROUTE SPECIAL.

BUYERS WILL USUALLY HAVE QUESTIONS ABOUT YOUR WORK PROCESSES. THEY WILL BE ASKING QUESTIONS ABOUT DAY-TO-DAY ACTIVITIES, AND WHAT IT WOULD BE LIKE HANDLING THE POOL ROUTE THEY'RE INTERESTED IN BUYING.

WHATEVER HAPPENS DURING THE CALL, WE ARE THERE TO HELP.

# BUYER FOLLOW-UP

AFTER THE INITIAL CALL, WE FOLLOW UP WITH THE PROSPECT PRIVATELY. WE ASK THEM ABOUT HOW THEY FEEL AFTER THE CALL, AND IF THEY WANT TO PROCEED.

TYPICALLY, AN OFFER IS MADE AFTER THIS. WE THEN PRESENT THE OFFER DETAILS TO YOU FOR YOUR APPROVAL.

THERE CAN BE MORE CONVERSATIONS SHOULD NEGOTIATIONS BE ON THE TABLE, OR YOU CAN ALSO DECLINE THE OFFER.



# PURCHASE AGREEMENT

ONCE EVERYONE AGREES ON THE TERMS, WE WILL HAVE THE CONTRACT AND PURCHASE AGREEMENT DRAFTED WITH ALL THE AGREED UPON CONDITIONS.

THESE DOCUMENTS ARE THEN SENT TO YOU ELECTRONICALLY TO SIGN.

THE BUYER WILL THEN HAVE 3-5 DAYS OF DUE DILIGENCE TO CONDUCT, AND MAKE PAYMENT ON THE DEPOSIT. THE DEPOSIT FOR THE POOL ROUTE IS TYPICALLY 10% OF THE PURCHASE PRICE.

# DUE DILIGENCE

DURING THE 3-5 DAYS, THE BUYER WILL BE DOING THEIR DUE DILIGENCE IN RESEARCHING AND ASKING FOR ANY MORE INFORMATION THEY MAY NEED TO MANAGE THE ROUTE.

IDEALLY, THIS IS THE TIME YOU CAN MEET UP WITH THE CLIENT TO DISCUSS ALL THE DETAILS.

IF THE BUYER ASKS FOR FINANCIAL DOCUMENTS, IT IS YOUR DISCRETION WHETHER YOU CHOOSE TO SHOW THESE OR NOT. THE ACCOUNT PAYMENT HISTORY IS REQUIRED TO BE SHOWN AND SHOULD BE ENOUGH FOR THEM TO REVIEW.

ONCE EVERYONE IS COMFORTABLE, WE ARE READY TO MOVE FORWARD.

# WIRE & NON-COMPETE

ONCE THE DUE DILIGENCE HAS BEEN DONE, WE WILL SEND YOU TWO NEW FORMS TO FILL OUT: THE WIRE FORM, AND THE NON-COMPETE AGREEMENT.

THE WIRE FORM WILL CONTAIN THE INFORMATION THAT WE USE TO SEND PAYMENT TO YOU ONCE WE CLOSE FOR THE SALES PRICE.

THE NON-COMPETE AGREEMENT COVERS THAT YOU CAN'T TAKE BACK THE ACCOUNT THAT YOU'RE SELLING FOR 5 YEARS, BUT HOPEFULLY, NEVER. BOTH PARTIES WILL SIGN THIS DOCUMENT FOR OUR RECORDS.

# REMAINING DOCUMENTS

THIS IS THE TIME YOU SHOULD BE COMPILING ALL ACCOUNT INFORMATION THAT THE BUYER NEEDS TO RUN THE ROUTE. THIS INCLUDES, BUT NOT LIMITED TO:

- NAMES
- ADDRESSES
- GATE CODES
- SPECIFIC ACCOUNT NOTES
- INDIVIDUAL CUSTOMER RATES

YOU WILL BE PROVIDING THIS TO THE BUYER AFTER CLOSING THE DEAL. ONCE THE BUYER HAS PAID, YOU RELEASE THAT INFORMATION, AND YOU COORDINATE THE TRANSFER.

# CLOSING THE DEAL

HERE WE ARE! ON THE CLOSING DATE, WE RECEIVE THE FUNDS FROM THE BUYER. WE VERIFY THAT EVERYTHING IS CORRECT AND GOOD TO GO. THE NON-COMPETE AGREEMENT WILL ALSO BE SENT AGAIN TO BOTH PARTIES AT THIS TIME.

WE WILL THEN SEND YOUR PROCEEDS TO YOU BASED FROM THE WIRE FORM INFORMATION YOU PROVIDED.

A PORTION OF THE FUND WILL BE HELD IN ESCROW IF THAT'S OUTLINED IN THE CONTRACT. THIS DEPENDS ON THE CONTRACT, HOWEVER, TYPICALLY THERE IS A 10% GUARANTEE HELD IN ESCROW. THIS WILL REMAIN FOR 90 DAYS.

# CLOSING THE DEAL

FOR OWNER FINANCED ROUTES, FUNDS WILL NOT BE HELD IN ESCROW. INSTEAD, IF A CUSTOMER CANCELS DUE TO NO FAULT OF THEIR OWN, THE VALUE OF THAT ACCOUNT WILL BE DEDUCTED FROM THE BALANCE OWED ON THE OWNER FINANCING AMOUNT.

# CANCELLATIONS

WITH THE AGREED UPON PERCENTAGE GUARANTEE, ONCE THE 90 DAYS IS DONE, IF THERE ARE NO CANCELLATIONS DUE TO NO FAULT OF THE BUYER, THAT MANY WILL THEN BE WIRED TO YOU AT THIS TIME.

IF THERE ARE ANY CANCELLATIONS, YOU HAVE 2 OPTIONS:

- YOU CAN REPLACE THE ACCOUNT WITH A SIMILAR ACCOUNT; OR
- TAKE THE MONEY OFF OF ESCROW

THIS WILL BE UP TO YOU ON WHICH WAY YOU'D LIKE TO PROCEED.

# BUYER TRAINING

SHOULD THERE BE NO ISSUES AND THE DEAL HAS BEEN CLOSED CLEANLY, YOU WILL COORDINATE TO MEET UP WITH THE BUYER TO START THEIR TRAINING.

WE WILL BE PROVIDING YOU WITH A SAMPLE TRANSITION LETTER TO MODIFY. YOU MAY OR MAY NOT NEED THIS, BUT THIS LETTER OUTLINES THE TRANSITION OF OWNERSHIP. THIS, COUPLED WITH THE BUYER'S WELCOME LETTER WILL GO OUT TO THE CUSTOMERS SO THEY UNDERSTAND WHAT'S GOING ON.

WE RECOMMEND THAT THESE LETTERS BE SENT OUT AFTER THE 30 DAYS OF TRAINING, BUT THIS IS UP TO YOU.



# COMMUNICATION

WE WANT TO MAINTAIN COMMUNICATION WITH YOU TO MAKE SURE THAT WE'RE AWARE OF ANY CHANGES WITH THE ROUTE, PLANS, ETC.

IN CASE YOU NEED TO EXPEDITE THE PROCESS, WE CAN ADJUST EVERYTHING ACCORDINGLY. JUST LET US KNOW, AND WE'LL HANDLE IT.

# THANK YOU!

WE APPRECIATE YOU FOR CHOOSING SEALEY  
BUSINESS BROKERS TO HELP YOU SELL YOUR  
ROUTE.

IF AT ANY TIME YOU HAVE ANY CONCERNS OR  
QUESTIONS, DON'T HESITATE TO REACH OUT.

INFO@SEALEYBB.COM  
ASEALEY@SEALEYBB.COM

