

[Client Name Redacted]



Sell Your Business. Keep Your Gains.

Welcome



A Trusted Valuation, Built on Real Data

This FairVal[™] Report was prepared by Unbroker to provide a clear, professional estimate of value based on real-world data and market benchmarks.

Using our proprietary FairVal™ method, we combine financial analysis with comparable sales from similar businesses to deliver a valuation that is both transparent and grounded in transaction reality. This report provides the foundation for assessing pathways and supporting financing or acquisition decisions.

Unbroker is redefining how small businesses are valued, bought, and sold. Our platform combines expert guidance with modern tools to reduce costs, eliminate excessive fees, and create a seamless experience for buyers and sellers alike.

We look forward to supporting your journey.

// Team Unbroker



Business Overview





Net Sales \$801,610



cogs \$0



SDE \$383,021



Employees 3



Equipment **\$250,000**



Inventory* \$50,000



Established 1995



Lease \$2,500/mo



Building 1500 sqft

^{*}Not included in FairVal™ & sale price

Unbroker FairVal™



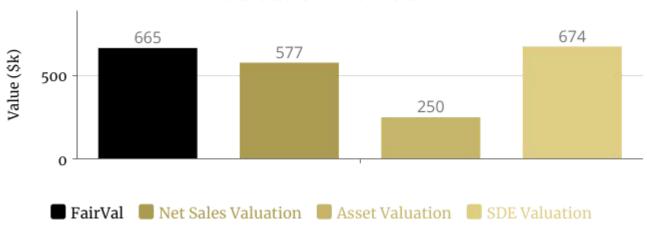
Industry:

FairVal[™] \$665,182

What is Unbroker FairVal™?

The Unbroker FairVal[™] report is a proprietary business market value estimate that combines trusted valuation methods based on real data from comparable businesses sold.

Valuation Method



Net Sales Value \$577,159

This method calculates a business's value based on its net revenue, reflecting a valuation multiple of actual businesses sold in this industry and size. As with other methods, it typically includes the major assets of the business.

Asset Value \$250,000

This valuation represents the business's tangible asset value, focusing on furniture, fixtures, and equipment (FF&E). It reflects the estimated liquidation value, providing a baseline for the business's worth based on physical assets alone.

SDE Value

\$674,117

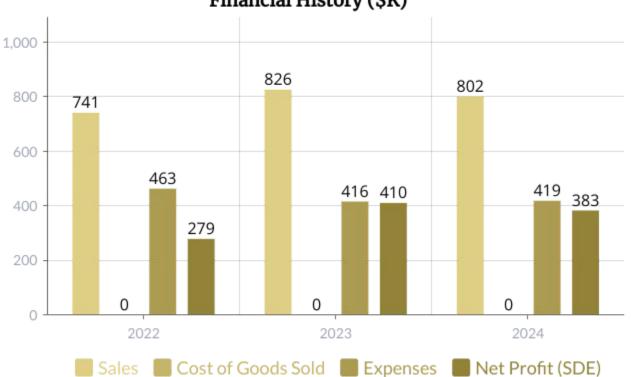
SDE valuation "adds-back" officer/manager compensation to EBITDA, reflecting the full cash flow available to a new owner-operator. As with the other methods, this multiple is based on comparable businesses sold within this industry.

Financial History



	2022	2023	2024
Sales	\$741,265	\$826,114	\$801,610
Cost of Goods Sold	\$o	\$o	\$o
Expenses	\$462,788	\$415,718	\$418,589
Net Profit (SDE)	\$278,502	\$410,396	\$383,021

Financial History (\$K)



CONFIDENTIAL Normalized Financial Statements 2022-2024 2024 2024 Normalized Normalized Normalized Income Income Statement (\$) FIRM TAX RETURN SALES Gross Receipts or Sales \$ 803.510 \$ 829.461 \$ 741.265

Financials

UNBROKER

SALES		2024 Normalized Income Statement (\$)			700.00	2023 Normalize Income Statement	(S)	2022 Normalized Income Statement (\$)		
Less Return and Allowances S (1,900) S (3,347) S F	SALES									
COST OF SALES Cost of Goods Sold S - S - S - S - S - S - S - S - S - S	5 A. CON TO BUTTON • 10 C. MAN AND SAND	2.5						155.5	741,265 -	
Cost of Goods Sold	TOTAL SALES	\$	801,610		\$	826,114		\$	741,265	- 1
TOTAL COST OF SALES S	COST OF SALES									- 1
Second	Cost of Goods Sold	s	150		\$	-		s	8	- 1
No.000% No.0	TOTAL COST OF SALES	\$	-		\$	+		\$	-	- 1
EXPENSES 17,000 12,006		s			\$			\$		
Total content	%		100.00%			100.00%			100.00%	
Compensation of Officers S 117,000 16,076 S 117,000 12,076 S 130,076 S 152,271 10,076 Repairs and Maintenance S 2,129 0,076 S 25,400 3.76 S 24,000 12,76 Taxes and Licenses S 26,600 13,76 S 25,400 3.76 S 24,000 12,76 Taxes and Licenses S 4,789 0,076 S 1,451 0,276 S 5,765 0,076 S 40,076 S 1,451 0,276 S 5,765 0,076 S 1,451 0,276 S 1,451	EXPENSES						% of sales			
Salaries and Wages S 162,433 30.37% S 162,211 78.07% S 152,271 30.07% Repairs and Maintenance S 2,129 0.7% S 330 0.0% S 24,000 1.27% Taxes and Licenses S 26,600 1.37% S 25,400 3.17% S 24,000 1.27% Taxes and Licenses S - 0.07% S	Compensation of Officers	ŝ	117.000		s	117.000		s	117.000	
Repairs and Maintenance \$ 2,129 o.yh. \$ 330 o.yh. \$ 9,020 t.zh. Rent or Lease \$ 26,600 t.yh. \$ 25,400 s.yh. \$ 24,000 t.zh. Taxes and Licenses \$ - 0.yh. \$ - 0.yh. \$ 24,000 t.zh. Advertising \$ 4,789 o.yh. \$ 1,451 o.zh. \$ 5,765 o.zh. Advertising \$ 4,789 o.yh. \$ 1,451 o.zh. \$ 5,765 o.zh. Advertising \$ 10,167 t.zh. \$ 9,929 t.zh. \$ 9,189 t.zh. Braployee Benefit Programs \$ 10,167 t.zh. \$ 9,929 t.zh. \$ 9,189 t.zh. Promotions \$ 400 o.zh. \$ - 0.yh. \$ 1,114 o.zh. \$ 1,146 o.zh. Promotions \$ 400 o.zh. \$ - 0.yh. \$ 1,041 o.zh. \$ 1,046 o.zh. Promotions \$ 2,917 o.yh. \$ 6,043 o.zh. \$ 8,7796 t.zh. \$ 1,041 o.zh. \$ 1,			2000000	200000	1.770		19.6%	1750		02223
Remt or Lease				12 TO 10 TO	0.00		00%	1000		0.00
Advertising \$ 4,789 o.0% \$ 1,451 0.2% \$ 5,765 0.0% Pensions, Profit Sharing, Etc Plans \$ - 0.0% \$ - 0.0% \$ - 0.0% \$ - 0.0% Employee Benefit Programs \$ 10,167 1.7% \$ 9,929 1.2% \$ 9,189 1.2% Bank and Credit Card Fees \$ 76 0.0% \$ 1,114 0.7% \$ 1,146 0.2% Promotions \$ 400 0.0% \$ - 0.0% \$ 1,041 0.7% \$ 1,041 0	Rent or Lease		26,600	3.3%	\$	25,400	3.1%	\$	24,000	3.2%
Pensions, Profit Sharing, Etc Plans \$ 0.0% \$ 9.929 1.2% \$ 9.189 1.2% Employee Benefit Programs \$ 10,167 1.2% \$ 9.929 1.2% \$ 9.189 1.2% Bank and Credit Card Fees \$ 76 0.0% \$ 1,114 0.1% \$ 1,146 0.2% \$ 1,104 0.2% \$ 1,041 0.2% \$ 1,041 0.2% \$ 1,041 0.2% \$ 0.00% \$ 0.00% \$ 1,041 0.2% \$ 0.00% \$ 5 0.00% \$ 1,041 0.2% \$ 0.00% \$ 5 0.00% \$ 2,121 0.2% \$ 0.00% \$ 5 0.00% \$ 2,121 0.2% \$ 0.00% \$ 5 0.00% \$ 0.00%	Taxes and Licenses	\$	-	0.0%	\$	-	0.0%	\$	-	0.0%
Employee Benefit Programs \$ 10,167 t.yw \$ 9,929 12% \$ 9,189 t.zw Bank and Credit Card Fees \$ 76 0.0	Advertising	\$	4,789	0.6%	\$	1,451	0.2%	\$	5,765	0.8%
Bank and Credit Card Fees \$ 76 0.0% \$ 1,114 0.1% \$ 1,041 0.2% Promotions \$ 400 0.0% \$ - 0.0% \$ 1,041 0.2% \$ 1	Pensions, Profit Sharing, Etc Plans	S	-	0.0%	\$	-	0.0%	S	0	0.0%
Promotions	Employee Benefit Programs		10,167	1.7%	100	9,929		-	9,189	1.2%
Consulting S 56,361 10% S 48,999 50% S 87,796 115% Dues and Subscriptions S 2,917 0.0% S 6,043 07% S 2,121 0.2% Insurance S 3,348 0.0% S 1,467 0.2% S 3,318 0.0% Payroll Processing S 5,781 0.7% S 5,308 0.0% S 5,606 0.0% Postage S 1,250 0.2% S 5,303 0.0% S 2,000 0.2% Supplies S 10,274 1.7% S 9,105 11% S 6,624 0.0% S 10,274 1.7% S 9,105 11% S 6,624 0.0% S 10,274 1.7% S 9,105 11% S 6,624 0.0% S 10,274 1.7% S 9,105 11% S 6,624 0.0% S 10,274 1.7% S 9,105 11% S 6,624 0.0% S 10,274 1.7% S 9,105 11% S 9,865 1.7% S 9,865 1.7% S 10,355			76	0.0%		1,114		7.55	1,146	0.2%
Dues and Subscriptions				0.0%	1000				200	0.7%
Insurance				1233		2000	10 A	1.700		-16.82
Payroll Processing \$ 5,781 a.7% \$ 5,308 a.6% \$ 5,606 a.7% Postage \$ 284 a.0% \$ 48 a.0% \$ 5 4.00% \$ - a.0% Professional Fees \$ 1,250 a.2% \$ 5,303 a.6% \$ 2,000 a.2% Supplies \$ 10,274 1.7% \$ 9,105 1.1% \$ 6,624 a.0% Postage \$ 5,636 a.7% \$ 10,355 1.5% \$ 9,865 1.7% Postage \$ 5,636 a.7% \$ 10,355 1.5% \$ 9,865 1.7% Postage \$ 6,338 a.7% \$ 7,586 a.7% \$ 21,002 2.7% Utilities \$ 2,806 a.0% \$ 3,374 a.7% \$ 31,690 a.7% Meals \$ - a.0% \$ - a.0% \$ - a.0% \$ - a.0% Postagional Development \$ - a.0% \$ 2.45 a.0% \$ 46 a.0% Postagional Development \$ - a.0% \$ 450 a.1% \$ - a.0% \$ 10,000 a.2% Postagional Development \$ - a.0% \$ 450 a.1% \$ - a.0% \$ 10,000 a.2% Postagional Development \$ - a.0% \$ 450 a.1% \$ - a.0% \$ 1.650 a.2% Postagional Development \$ - a.0% \$ 450 a.1% \$ - a.0% \$ 1.650 a.2% Postagional Development \$ - a.0% \$ 450 a.1% \$ - a.0% \$ 1.650 a.2% Postagional Development \$ - a.0% \$ 450 a.1% \$ - a.0% \$ 1.650 a.2% Postagional Development \$ - a.0% \$ 450 a.1% \$ - a.0% \$ 1.650 a.2% Postagional Development \$ - a.0% \$ - a.0% \$ 1.59 a.0% \$ 1.650 a.2% Postagional Development \$ - a.0% \$ - a.0% \$ 1.59 a.0% \$ 1.650 a.2% Postagional Development \$ - a.0% \$ - a.0% \$ 1.650 a.2% Postagional Development \$ - a.0% \$ - a.0% \$ 1.650 a.2% Postagional Development \$ - a.0% \$ - a.0% \$ 1.650 a.2% Postagional Development \$ - a.0% \$ - a.0% \$ 1.650 a.2% Postagional Development \$ - a.0% \$ - a.0% \$ 1.650 a.2% Postagional Development \$ - a.0% \$ - a.0% \$ 1.650 a.2% Postagional Development \$ - a.0% \$ - a.0% \$ 1.650 a.2% Postagional Development \$ - a.0% \$ - a.0% \$ 1.650 a.2% Postagional Development \$ - a.0% \$ - a.0% \$ 1.650 a.2% Postagional Development \$ - a.0% \$ - a.0% \$ 1.650 a.2% Postagional Development \$ - a.0% \$ - a.0% \$ 1.650 a.2% Postagional Development \$ - a.0% \$ 1.00% \$		2.7	277900		10/4	7570000			10.000	
Postage \$ 284 aorb \$ 48 dorb \$ \$ - aorb Professional Fees \$ 1,250 azrb \$ 5,303 abrb \$ \$ 2,000 azrb \$ Supplies \$ 10,274 1.76 \$ 9,105 1.76 \$ \$ 6,624 aorb \$ 200 azrb \$ 10,274 1.76 \$ 9,105 1.76 \$ 9,865 1.76 \$ 10,355 1.76 \$ 9,865 1.76 \$ 10,355 1.76 \$ 9,865 1.76 \$ 10,355 1.76 \$ 9,865 1.76 \$ 10,355 1.76 \$ 9,865 1.76 \$ 10,355 1.76 \$ 9,865 1.76 \$ 10,355 1.76 \$ 9,865 1.76 \$ 10,355 1.76 \$ 9,865 1.76 \$ 10,355 1.76 \$ 9,865 1.76 \$ 10,355 1.76 \$ 9,865 1.76 \$ 10,355 1.76 \$ 9,865 1.76 \$ 10,355 1.76 \$ 9,865 1.76 \$ 10,355 1.76 \$ 9,865 1.76 \$ 10,355 1.76 \$ 9,865 1.76 \$ 10,355 1.76 \$ 9,865 1.76 \$ 10,355 1.76 \$ 9,865 1.76 \$ 10,355 1.76 \$ 9,865 1.76 \$ 10,355 1.76 \$ 9,865 1.76 \$ 10,355 1.76 \$ 9,865 1.76 \$ 10,355 1.76			150000		1.753	1000000	0.000000	1000		
Professional Fees \$ 1,250 a.2% b. S. 5,303 a.6% b. S. 2,000 a.9% Supplies \$ 10,274 t.9% b. S. 9,105 t.1% b. S. 6,624 a.0% b. S. 20,000 a.9% b. S. 20,000			0.50		1.712	0.000	22(13)33	1.75		
Supplies					1.75			100		117.037
Telephone Expense \$ 5,636 a.7% \$ 10,355 1.3% \$ 9,865 1.2% Travel Expenses \$ 6,338 a.8% \$ 7,586 0.9% \$ 21,002 2.8% Utilities \$ 2,806 a.8% \$ 3,374 0.4% \$ 3,374 0.4% \$ 3,169 a.8% Meals \$ - 0.0% \$ - 0.0% \$ - 0.0% \$ - 0.0% \$ - 0.0% \$ - 0.0% \$ - 0.0% \$ - 0.0% \$ - 0.0% \$ - 0.0% \$ - 0.0% \$ - 0.0% \$ - 0.0% \$ - 0.0% \$ - 0.0% \$ 159 a.0% Accounting \$ - 0.0% \$ - 0.0% \$ - 0.0% \$ 1,650 a.2% \$ 1,650 a.2% \$ 1,650 a.2% \$ 0 \$ 0 \$ 0 \$ 0 \$ 0 \$ 0 \$ 0 \$ 0 \$ 0 \$			2.00	10.50	1000	0.7000000000000000000000000000000000000		1.75%		100000
Travel Expenses \$ 6,338 aurs \$ 7,586 aurs \$ 21,002 zurs Utilities \$ 2,806 aurs \$ 3,374 aurs \$ \$ 3,169 aurs Meals \$ - aurs \$ \$				2000		1,000	170%	155	500,000	20130
Utilities \$ 2,806 avs \$ 3,374 avs \$ 3,169 avs Meals \$ - avs \$			1000000	11/2012	0.00	0.5000	0.9%	7.5	10.000	40000
Meals \$ - 00% \$ - 00% \$ - 00% \$ - 00% \$ - 00% \$ - 00% \$ - 00% \$ 46 00% \$ 46 00% \$ 46 00% \$ 450 00% \$ 450 00% \$ - 00% \$ - 00% \$ - 00% \$ - 00% \$ - 00% \$ 159 00% \$ 159 00% \$ 1650 02% \$	10 1 (10 10 10 1 10 10 1			25533000		5 (5) (6)	0.6%	1.75%	5.50	
Printing \$ - 0.0% \$ 245 00% \$ 46 00% Professional Development \$ - 0.0% \$ 450 0.0% \$ - 0.0% Rent or Lease - Vehicles, machinery, and e \$ - 0.0% \$ - 0.0% \$ 159 0.0% Accounting \$ - 0.0% \$ - 0.0% \$ 1,650 0.2% TOTAL EXPENSES \$ 418,589 \$ 415,718 \$ 462,788 OPERATING INCOME \$ 383,021 \$ 410,396 \$ 278,477 % \$ 0 \$ 0 \$ 0 OTHER INCOME \$ - \$ - \$ 25 TOTAL OTHER INCOME \$ - \$ - \$ 25 NET PROFIT \$ 383,021 \$ 410,396 \$ 278,502	Meals	1000		316333	1.75	355030	0.0%	S	5-100	33.55
Rent or Lease - Vehicles, machinery, and e \$ - 0.0% \$ - 0.0% \$ 159 0.0% \$ Accounting \$ - 0.0% \$ \$ - 0.0% \$ \$ 1,650 0.2% \$ TOTAL EXPENSES \$ 418,589 \$ 415,718 \$ 462,788 \$ OPERATING INCOME \$ 383,021 \$ 410,396 \$ 278,477 % \$ 0 \$ 0 \$ 0 \$ 0 \$ OTHER INCOME \$ TOTAL OTHER INCOME \$ - \$ - \$ 25 TOTAL OTHER INCOME \$ - \$ - \$ 25 NET PROFIT \$ 383,021 \$ 410,396 \$ 278,502	Printing	\$	_	\$23.00 m	\$	245	00%	s	46	100000
Accounting \$ - 00% \$ - 00% \$ 1,650 0.2% TOTAL EXPENSES \$ 418,589 \$ 415,718 \$ 462,788 OPERATING INCOME \$ 383,021 \$ 410,396 \$ 278,477 % \$ 0 \$ 0 \$ 0 OTHER INCOME State of NH Refund \$ - \$ - \$ 25 TOTAL OTHER INCOME \$ 383,021 \$ 410,396 \$ 278,502	Professional Development	\$		0.0%	\$	450	0.1%	S		0.0%
TOTAL EXPENSES \$ 418,589 \$ 415,718 \$ 462,788 OPERATING INCOME \$ 383,021 \$ 410,396 \$ 278,477 \$ 0 OTHER INCOME State of NH Refund \$ - \$ - \$ 25 TOTAL OTHER INCOME \$ 383,021 \$ 410,396 \$ 278,502	Rent or Lease - Vehicles, machinery, and e	S	-	0.0%	\$	-	00%	S	159	0.0%
OPERATING INCOME \$ 383,021 \$ 410,396 \$ 278,477 % \$ 0 \$ 0 OTHER INCOME \$ - \$ - \$ 25 TOTAL OTHER INCOME \$ - \$ - \$ 25 NET PROFIT \$ 383,021 \$ 410,396 \$ 278,502	Accounting	\$	800	0.0%	\$	-	00%	\$	1,650	0.2%
% \$ 0 \$ 0 OTHER INCOME S 0 \$ 0 State of NH Refund \$ - \$ - \$ 25 TOTAL OTHER INCOME \$ - \$ - \$ 25 NET PROFIT \$ 383,021 \$ 410,396 \$ 278,502	TOTAL EXPENSES	\$	418,589		\$	415,718		\$	462,788	- 1
OTHER INCOME State of NH Refund \$ - \$ - \$ 25 TOTAL OTHER INCOME \$ - \$ - \$ 25 NET PROFIT \$ 383,021 \$ 410,396 \$ 278,502								12.4		
State of NH Refund \$ - \$ - \$ 25 TOTAL OTHER INCOME \$ - \$ - \$ 25 NET PROFIT \$ 383,021 \$ 410,396 \$ 278,502	%	S	0		\$	0		S	0	- 1
TOTAL OTHER INCOME \$ - \$ - \$ 25 NET PROFIT \$ 383,021 \$ 410,396 \$ 278,502	OTHER INCOME									
NET PROFIT \$ 383,021 \$ 410,396 \$ 278,502	State of NH Refund	s	120		\$	127		s	25	
	TOTAL OTHER INCOME	\$	(2)		\$	4		s	25	
	NET PROFIT	¢	383 021		e	A10 304		¢	278 502	- 1
70 ALIEN ALIEN TO STAND	%	9	47.78%		3	49.68%		,	37.57%	

Financials



CONFIDENTIAL

Normalized Income Statement 2024

FROM TAX RETURN

		MPANY'S TAX TURN (S)	ADJ	ADJUSTMENTS (S)		DRMALIZED INCOME ATEMENT (S)	Notes
YEAR NOTE							
SALES							
Gross Receipts or Sales	s	803,510			\$	803,510	
Less Return and Allowances	Š	(1,900)			S	(1,900)	
Desir Nettern days and white	4	(2,700)				(4,500)	
TOTAL SALES	\$	801,610	\$	-	\$	801,610	
COST OF SALES							
Cost of Goods Sold	\$				\$	-	
TOTAL COST OF SALES	\$	-	\$	100	\$	T:	
GROSS MARGIN	s	801,610	s	_	s	801,610	
%		100.00%			~	100.00%	
EXPENSES							
Compensation of Officers	\$	234,000	s	(117,000)	s	117,000	Officer Compensation
Salaries and Wages	\$	162,433	*	(Lanje day)	\$	162,433	
Repairs and Maintenance	\$	2,129			\$	2,129	
Rent or Lease	\$	26,600			\$	26,600	
Taxes and Licenses	\$	43,694	S	(43,694)	S		Taxes
Advertising	\$	4,789		(40.000)	\$	4,789	
Pensions, Profit Sharing, Etc Plans Employee Benefit Programs	\$	42,571 10,167	S	(42,571)	S	10,167	Optional expense (roughly 50%) 401k
Bank and Credit Card Fees	\$	76			\$	76	4018
Promotions	\$	400			\$	400	
Consulting	\$	56,361			\$	56,361	Third party stamps
Dues and Subscriptions	\$	2,917			S	2,917	
Insurance	\$	3,348			S	3,348	
Payroll Processing	\$	5,781			S	5,781	
Postage	\$	284			\$	284	
Professional Fees	\$	1,250			\$	1,250	
Supplies	\$	10,274		(0.707)	\$	10,274	
Telephone Expense	\$	11,272	S	(5,636)		5,636	Owner's cell phones
Travel Expenses Utilities	\$	26,338 2,806	s	(20,000)	\$	6,338 2,806	Officer Compensation
Meals	\$	6,879	\$	(6,879)	100	2,000	Officer Compensation
TOTAL EXPENSES	\$	654,369	\$	(235,780)	\$	418,589	
OPERATING INCOME	\$	147,241	s	235,780	\$	383,021	
%		18.37%			(35 ())	47.78%	
OTHER INCOME							
TOTAL OTHER INCOME	\$	15	\$	171	\$	5.	
NET PROFIT	\$	147,241	\$	235,780	\$	383,021	
%		18.37%				47.78%	

Financials



CONFIDENTIAL

Normalized Income Statement 2023

FROM TAX RETURN

		MPANY'S TAX TURN (\$)	ADJ	(\$) INC		RMALIZED INCOME FEMENT (S)	Notes
YEAR NOTE							
SALES							
Gross Receipts or Sales	\$	829,461			\$	829,461	
Less Return and Allowances	\$	(3,347)			\$	(3,347)	
TOTAL SALES	\$	826,114	\$	(127	\$	826,114	
COST OF SALES							
Cost of Goods Sold	\$				\$	-	
TOTAL COST OF SALES	\$	-	\$	-	\$	17.0	
GROSS MARGIN	\$	826,114	\$	0.00	\$	826,114	
%		100.00%				100.00%	
EXPENSES							
Compensation of Officers	\$	234,000	\$	(117,000)	\$	117,000	Officer Compensation
Salaries and Wages	S	162,211			\$	162,211	
Repairs and Maintenance	\$	330			\$	330	
Rent or Lease	S	25,400			\$	25,400	
Taxes and Licenses	S	35,855	\$	(35,855)	\$	-	Taxes
Advertising	S	1,451	22	100000000	\$	1,451	
Pensions, Profit Sharing, Etc Plans	\$	62,439	\$	(62,439)	\$	- 7/	
Employee Benefit Programs	\$	9,929			\$	9,929	
Bank and Credit Card Fees	S	1,114			\$	1,114	
Promotions	S	40.000			\$	-	
Consulting	S	48,999			\$	48,999	
Dues and Subscriptions	S	6,043			\$	6,043	
Insurance	S	1,467			\$	1,467	
Payroll Processing	S	5,308			\$	5,308	
Postage	\$	48			\$	48	
Professional Fees Supplies	S	5,303			\$	5,303	
	\$	9,105			\$	9,105	
Telephone Expense	S	10,355		(20,000)	\$	10,355	Officer Commonsation
Travel Expenses Utilities	\$	27,586 3,374	\$	(20,000)	\$	7,586 3,374	Officer Compensation
Meals	\$		*	(7,331)		3,374	Officer Compensation
Printing	\$	7,331 245	3	(7,551)	\$	245	Officer Compensation
Professional Development	\$	450			\$	450	
TOTAL EXPENSES	\$	658,343	\$	(242,625)	\$	415,718	
NET PROFIT	\$	167,771	\$	242,625	•	410,396	
%		20.31%	*	242,023	4	49.68%	
1000							

Financials



CONFIDENTIAL

Normalized Income Statement

2022 FROM TAX RETURN

		MPANY'S TAX ETURN (\$)	AD	(\$)		ORMALIZED INCOME ATEMENT (S)	Notes
YEAR NOTE							
SALES							
Gross Receipts or Sales	\$	741,265			s	741,265	
Less Return and Allowances	\$				s	-	
TOTAL SALES	\$	741,265	\$	27	\$	741,265	
COST OF SALES							
Cost of Goods Sold	\$	-			\$	-	
TOTAL COST OF SALES	\$	-	\$	-	\$		
GROSS MARGIN	\$	741,265	\$	350	\$	741,265	
%		100.00%				100.00%	
EXPENSES							
Compensation of Officers	s	234,000	\$	(117,000)	\$	117,000	Officer Compensation
Salaries and Wages	\$	152,271		0.02	\$	152,271	
Repairs and Maintenance	\$	9,020			\$	9,020	
Rent or Lease	\$	24,000	35	222000	\$	24,000	22
Taxes and Licenses	\$	36,899	\$	(36,899)	\$		Taxes
Advertising	S	5,765		(42.244)	\$	5,765	
Pensions, Profit Sharing, Etc Plans	S	41,246	\$	(41,246)	\$	0.100	
Employee Benefit Programs Bank and Credit Card Fees	\$	9,189 1,146			\$	9,189 1,146	
Promotions	S	1,041			\$	1,041	
Consulting	S	87,796			\$	87,796	
Dues and Subscriptions	S	2,121			\$	2,121	
Insurance	S	3,318			\$	3,318	
Payroll Processing	\$	5,606			\$	5,606	
Postage	\$	2			\$	0.25	
Professional Fees	\$	2,000			\$	2,000	
Supplies	\$	6,624			\$	6,624	
Telephone Expense	\$	9,865			\$	9,865	
Travel Expenses	\$	41,002	S	(20,000)	\$	21,002	Officer Compensation
Utilities	\$	3,169			\$	3,169	
Meals	\$	-			\$	7.2	
Printing Professional Development	\$	46			\$	46	
Rent or Lease - Vehicles, machinery, and ec		159			\$	159	
Accounting	\$	1,650			\$	1,650	
TOTAL EXPENSES	\$	677,933	\$	(215,145)	\$	462,788	
OPERATING INCOME	\$	63,332	\$	215,145	\$	278,477	
%		8.54%				37.57%	
OTHER INCOME							
State of NH Refund	\$	25			\$	25	
TOTAL OTHER INCOME	\$	25	\$		\$	25	
NET PROFIT	\$	63,357 8.55%	\$	215,145	\$	278,502 37.57%	

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Financing Analysis



page 1 of 2

This Financing Analysis offers a sample purchase and financing structure using typical SBA terms, based on the FairVal[™] and cash flow of the business.

Please note, this is a hypothetical example and does not represent specific intentions of any seller, buyer, or lender. Any inventory and working capital are excluded from this analysis.

Description	Value
Business Overview	
Purchase Price	\$665,182
Seller's Discretionary Earnings (SDE)	\$383,021
Buyer Capital	
Buyer Down Payment (%)	20%
Buyer Down Payment (\$)	\$133,036
Seller Financing	
Seller Financing (%)	20%
Seller Financing (\$)	\$133,036
Seller Financing Rate	11%
Seller Financing Term (Years)	7

Table continued on next page.

Financing Analysis



page 2 of 2

Description	Value
Bank Loan (SBA-Backed)	
Boan Loan (\$)	\$399,109
Bank Loan (LTV %)	60%
Bank Loan Rate	10%
Bank Loan Term (Years)	10
Annual Loan Payments	
Annual Bank Loan Payment	\$63,291
Annual Seller Loan Payment	\$27,335
Total Annual Debt Payment	\$90,626
Debt Service Coverage Ratio (DSCR)	
Required DSCR	1.25
Avialable DSCR	4.23
DSCR with Seller Financing Standby	6.05
New Owner Seller's Discretionary Earnings (SDE)	
SDE After Both Loans	\$292,395
SDE After Bank Loan Only	\$319,730

3. Established Brand and Longevity Founded in 1995, the business likely enjoys trust, referrals, and a stable customer base built over decades. 4. Tangible Asset Base \$250,000 in equipment strengthens both the company's balance sheet and its appeal to asset-focused buyers. 5. Lender-Friendly Profile The business qualifies for SBA financing based on cash flow and assets, expanding the pool of qualified buyers.

These are the primary strengths that enhance the company's current market value

With SDE of \$383,021 on \$801K in revenue, the business delivers solid profitability

A lean service model with no recorded Cost of Goods Sold results in high gross

Value

Key Value Drivers

1. Strong Cash Flow

and attractive owner returns.

margins and operational simplicity.

2. Low Overhead / No COGS

and make it attractive to potential buyers:

Risk



Risk Factors

These are potential concerns that could lower buyer confidence or reduce perceived value unless proactively addressed:

1. Owner Dependency

With only three employees and no visible leadership team beyond the owners, the business may be overly reliant on one or two people. Buyers may seek companies with operational systems that don't depend on the founder's continued involvement.

2. Customer Concentration (Potential)

If a small number of clients drive most of the revenue, it increases perceived risk, even when those clients are longstanding. Buyers may worry about retention postsale.

3. Lease Considerations

At \$2,500/month for a 1,500 sq ft facility, the lease seems reasonable, but buyers will want to understand:

- Whether the lease is transferable or requires renegotiation.
- If there is flexibility for relocation or expansion.
- The remaining term, renewal options, and any hidden obligations.

Uncertainty in lease terms can delay due diligence or lead to renegotiations during the deal.

4. Industry Sensitivity to Housing & Construction Cycles

As an architectural services business, demand may be affected by broader housing market and construction trends. Rising interest rates, declining new builds, or regional slowdowns could impact project pipelines and future cash flow.

5. Licensing Requirements for Architectural Services

Offering architectural services typically requires an active professional license. If the current owner is the licensed architect, buyers without licensure may face a regulatory barrier to operating or advertising the business. This limits the buyer pool and can slow down the closing process unless clear plans are in place for license transfer, continued oversight, or hiring a licensed staff member.

Improvements



Key Value Drivers

Strategic actions to reduce risk, improve buyer confidence, and potentially increase the company's sale value:

1. Delegate and Document Operations

Build out standard operating procedures (SOPs) for key workflows such as client onboarding, project management, and billing. Shift day-to-day responsibilities to employees where possible to show the business can run without owner involvement only. Consider consolidating operational leadership under one primary owner or manager.

2. Prepare for Licensing Continuity

If the current owner holds the required architectural license, establish a plan for continuity post-sale. Options include:

- Retaining the owner temporarily as a licensed consultant.
- Hiring or promoting a licensed architect prior to sale.
- Exploring license reciprocity if targeting out-of-state buyers.

3. Updated CRM or Client Tracker

Document the customer base with revenue history, contract status, and repeat activity. A clean, exportable list with client notes will increase perceived stability and help the buyer assess future revenue potential.

4. Optimize the Lease Agreement

Work with the landlord to ensure the lease is transferable, renewable, and clearly documented. Offering flexibility to extend or relocate can improve buyer confidence and support financing approval.

5. Test New Growth Opportunities

Buyers pay premiums for growth potential. Identify 2–3 clear expansion levers such as:

- Offering new service tiers (e.g., digital rendering, permit consulting).
- Targeting new market segments (residential vs. commercial).
- Scaling through digital marketing or strategic partnerships.

Next Steps



Next Steps with Unbroker

Whether you're ready to sell or just preparing for the future, Unbroker offers two proven paths forward, each designed to help you maximize the value of your business.

1. Exit Optimization Plan (\$999/year or \$99/month)

Perfect for owners who want to prepare thoughtfully before going to market.

This annual support plan is ideal for sellers who want to stay informed and increase their company's value before listing.

Includes:

- One Semi-Annual FairVal Report Refresh
- Quarterly Exit Strategy Calls with an Unbroker Advisor
- Ongoing email support for valuation and exit-related questions

Note: This plan provides valuation guidance only. It does not include transactional support or buyer communication.

2. Full Service Business Sale (5% Success Fee)

When you're ready to go to market with confidence.

Unbroker's Full Service offering includes everything you'd expect from a top-tier business broker—at a fraction of the cost.

Includes:

- · Confidential buyer outreach and marketing
- Buyer screening, NDAs, and Q&A management
- A dedicated M&A Advisor guiding the process

Credit: If your business is sold through Unbroker Full Service within 12 months of your FairValTM Report presentation date, your valuation fee will be fully credited back at closing.

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Definitions



Adjustments/Add-Backs

Adjustments made to financial statements to reflect a more accurate picture of a business's cash flow, typically removing non-essential or one-time expenses.

Amortization

The gradual repayment or expense recognition of intangible assets over a set period.

Cost of Goods Sold (COGS)

The direct costs attributable to producing goods sold by a business, including raw materials and direct labor.

Debt Service Coverage Ratio (DSCR)

A measure of a business's ability to cover its debt payments with its operating income, commonly used by lenders to assess risk.

Depreciation

The allocation of the cost of tangible assets over their useful lives, used to account for wear and tear over time.

Discretionary Cash Flow (DCF)

A business's cash flow adjusted to reflect earnings available to the owner after necessary expenses, often used in valuations. See SDE.

EBITDA

Earnings Before Interest, Taxes, Depreciation, and Amortization; a measure of a business's operating performance, indicating profitability before major non-operational expenses.

Equipment/FF&E

Furniture, Fixtures, and Equipment; the tangible assets required for a business to operate, not including inventory or real estate.

FairVal™

Unbroker's proprietary business valuation metric, combining weighted valuation methods based on actual comparable business sales.

Gross Profits

Revenue remaining after deducting the cost of goods sold, indicating the profitability of a business's core operations.

Inventory

Goods and materials held by a business for the purpose of resale, crucial to determining the value and cost of goods sold.

Loan to Value (LTV)

A ratio used by lenders to express the loan amount relative to the value of the asset purchased, impacting the required down payment.

Net Sales

The revenue from sales after deducting returns, allowances, and discounts, providing a measure of effective sales revenue.

Officer Compensation

The salary and benefits paid to key executives or officers, often adjusted in valuations to reflect a business's true cash flow.

Owner-Operator

A business owner who is also actively involved in the day-to-day operations, common in small businesses and affecting operational cash flow.

SDE

Seller's Discretionary Earnings; a measure of cash flow that includes owner compensation and other discretionary expenses, commonly used in small business valuations. See DCF.

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