

Please contact [Blake Searight / bsearight@a1garage.com / (248) 431-6018] with any questions regarding Information Requests

#	Description	Priority	Status	Mgmt Response
1. Sales & Operations				
1.1	Business History 1. When was the company founded? Who founded it and when did you acquire it? 2. Have you had the same brand, URL and phone numbers since then? 3. Why did you get into garage doors? 4. What is your biggest struggle right now (i.e. reliable workers, marketing spend, etc.)?	High	Open	1. 2. 3. 4.
1.2	Business Mix 1. What is your % mix between Residential vs. Commercial? 2. What is your % mix between Residential Repair & Replace vs. New Construction? 3. What is your % mix between Service & Door Sales/Install?	High	Open	
1.3	Current CRM being used if any 1. What is the current CRM and how long have you been on it? 2. Admin log in created for access to determine transfer of data to Service Titan	High	Open	1. 2.
1.4	Door Stickers 1. How many door stickers do you have installed? 2. Have you been using the same phone number the whole time?	High	Open	1. 2.
1.5	Phone Lines 1. How many phone lines are used? 2. Are they tied to specific marketing campaigns? 3. What phone system do you use?	High	Open	1. 2. 3.
1.6	Hours of Operation 1. Hours/Days of Operation 2. Where do your calls route when no one is available or if it's after hours? 3. Is your office closed on certain days (Including holidays) 4. Do you run ER calls after hours and if so, how late, and which days?	High	Open	1. 2. 3. 4.
1.7	Zip Code File-Service Areas 1. What is your coverage area?	High		
1.8	Service Agreements/Membership Programs 1. Do you offer Service Agreements/Membership programs? 2. If so, how does the program work - pricing, terms 3. How many customers are currently signed up?	High	Open	
1.9	Technician/Installer Tool Kits 1. Do employees use company provided tool kits or do they use their own tools?	Medium	Open	

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2. Marketing				
2.1	Brand 1. What year was business established? 2. How old is the brand name? How old is the current logo? 3. Has the business operated under a different brand name? What years? 4. Taglines or slogans? 5. What is your average annual marketing spend/budget? 6. Please supply samples of current marketing campaigns and please supply logo artwork.	High	Open	1. 2. 3. 4. 5. 6.
2.2	CRM 1. What is your current CRM platform? 2. How many customers are in your database? 3. How many additional contacts do you have in your database?	High		1. 2. 3.
2.3	Competitors 1. List your top 3 competitors? 2. What is your key competitive differentiators (i.e., pricing, reliability, customer service, etc.)? 3. Any new competitors or consolidations in the market?	Medium	Open	1. 2. 3.
2.4	Website/Domain/Hosting 1. Do you own and have full licensing/control of your website? 2. Do you own and have full licensing/control of your Domain name? 3. Do you own and have full licensing/control of your website hosting?	High	Open	1. 2. 3.
2.5	Online Reputation 1. How are you inviting customers to leave reviews? Are you using a tool/platform to automate/manage?	High	Open	1
2.6	Lead Generation 1. Are you purchasing leads? From which sites? Monthly spend? Conversion rates? (i.e., HomeAdvisor (Angi), Thumb Tack, Yelp, Houzz, Groupon, etc.)	Medium	Open	1.
2.7	Other marketing 1. How many garage door stickers do you have placed in homes? Are you tracking those calls separately? 2. Any other print marketing collateral? i.e., door hangers, magnets, info cards, etc. 3. Any current partnerships/contracts? i.e., home warrantee, property management companies, other home service companies, etc. 4. Are you running email/SMS campaigns? Provide details	High	Open	1. 2. 3. 4.

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3. Employee Transition & Human Resources				
3.1	Overview 1. How many employees do you have by functional area? 2. Which benefits do you offer full time employees - Health, Dental, Vision, Life Ins, Other?	High	Open	1. 2.
3.2	Tech Commission / Bonus Structure 1. What is the commission / bonus structure offered to techs? 2. What is the commission / bonus structure offered to backoffice employees?	High	Open	1. 2.
3.3	Agreements Do you have any employment agreements, consulting agreements, non-compete agreements, employment contracts either verbal or written, or indemnification agreements?	High	Open	
4. Finance & Reporting				
4.1	Accounting Practices 1. Is the accounting done on a cash or accrual basis? 2. Is there a monthly close process with issued financials? 3. What internal reviews are done of the internal financial statements? 4. Any budgets or forecasts that are available	Low	Open	1. 2. 3. 4.
4.2	What accounting system does the seller use? . Post close we will need access to view post-close transactions until an integration to Service Titan is completed.	Low	Open	
5. Inventory & Purchasing				
5.1	Inventory 1.What inventory system is used? 2.How often do you do physical counts? 3.How do installers/technicians replenish inventory on their vehicles?	High	Open	1. 2. 3.
6. Fleet				
6.1	Trucks Do technicians take trucks home after work?	High	Open	
7. Legal, Regulatory & Insurance				
7.1	Ownership Who owns the business and for how long?	High	Open	
7.2	Facility 1. Who owns the building? 2. What is the current rent paid? Is it market?	High	Open	1. 2.

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1. Sales & Operations					
1.1	Current Company Org Chart 1.Job titles and descriptions 2.Comp structures for each role	High	Open		1. 2.
1.2	Customer Database 1.Export list of all customers in database with name, address and contact info	High	Open		
1.3	Phone Lines 1.[see 'Phone Line Matrix']	High	Open		
1.4	KPI's -With Supporting Underlying Raw Data 1.What KPI's are you currently tracking for distinct roles and departments 2.Where is the data being pulled from? 3.Previous 6 months of KPI's 4.Revenue per service opportunity 5.Sales per door sale opportunity 6.Total revenue per opportunity 7.Call Volume [Average per day]-Breakdown of 'During Business Hours' and 'Closed Business Hours' 8.Book Rate-Include what you count as qualified lead or non-qualified lead 9.Missed Call%-After a call is assigned to an employee to pick up, what % are they missing 10.Abandon%-Unanswered Calls/Total Calls (closed operational hours are not included) 11.Run Rate-Total Jobs Completed/Total Jobs Booked 12.% Of revenue from door installs a. % Of residential vs. commercial b. % From new door installs 13.% Of revenue from service a. % From residential vs. commercial	High	Open		
1.5	Sales Pipelines 1. New construction partners 1. Percentage complete 2. Value 3. Upcoming potential projects 2. Open estimates 1. Number of open unsold estimates 2. Value of open unsold estimates 3. Any open or not complete projects	High	Open		
1.6	Home Warranty Contracts & Special Pricing	High	Open		
1.7	Builder/Contractor Contracts & Special Pricing	High	Open		
1.8	Service Agreements/Membership Programs	High	Open		
1.9	Delegation of Authority 1.Who can make what decisions?	High	Open		
1.10	Discount Matrix 1.What are the discounts available and who can authorize the different levels?	High	Open		

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2. Marketing					
2.1	Branding 1. Please upload all logo files, design guidelines, and artwork for all marketing material (ads, brochures, business cards, videos etc.) to shared file (Need Link).	High	Open		
2.2	Marketing/Advertising [See Advertising Detail Log] 1. Please use the advertising detail log to provide a list of all marketing service providers, contracts and average monthly spending. Please upload marketing contract to (Need Link)	High	Open		
2.3	Website/Domain/Hosting [See Digital Detail Log] 1.Using the digital detail log, please supply all credentials, links and information for website management, hosting and maintenance .	High	Open		
2.4	Digital Credentials [See Digital Detail Log] 1.Using the digital detail log, please supply all links and user credentials for the following. Mark the form N/A if you do not use, and add any that are not currently listed on the form. Please include Google Analytics, GMB, Google LSA and Google Verified as well as social media platforms and third party ad platforms. 2. List all owned domain names on the digital detail log. 3. Please supply all credentials, links and information for website management and maintenance on the digital detail log tab in this sheet.	High	Open		
2.5	Phone Number Matrix [See Phone Number Matrix] 1.Using the phone number matrix please provide all the individual phone tracking numbers and where those numbers are placed. If you use Service Titan for tracking calls, please provide campaign name.	High	Open		
2.6	Reporting/Tracking 1.List all individual tracking numbers and where those numbers are placed 2.Provide metrics for the past 12 months a.Total leads (broken out by source) b.Total spend in marketing c.Traffic to the website (broken out by source) i.Grant Google Analytics access to cmitchell@a1garage.com	High	Open		
2.7	Online Reputation [see 'Online Reputation Log'] 1. Please fill out the online reputation section of the online reputation log for all online reviews and social media platforms for your business.	Low	Open		

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3. Employee Transition & Human Resources					
3.1	Employee Census File This is a listing of all active and inactive employees, that includes all fields contained in your payroll/hris system to include [see 'Employee Census Log']	High	Open		
3.2	Contractor/1099 List Listing of non-employees that are being paid to perform services for your firm in lieu of being paid via W2 a.Copy of Contractor Agreements (If Applicable)	Medium	Open		
3.3	Benefits Copy of Employee Handbook Copy of Benefit Summaries provided to employees	High	Open		
3.4	401 (K) Plan Offering a.Census Plan Details b.3rd Party Administrator c.Form 5500 Annual Reports d.Summary Plan Documents e.Annual Reports & Summary Annual Reports f.Frozen or Eliminated Plans	High	Open		
3.5	Payroll Provider & Schedule a.Name of Payroll Provider b.Contact Number c.Account Manager d.Account Number/Identification Codes e.Listing of Current Year Pay Date & Pay Weeks (Pay Week Start/End) f.Payroll Change Form or Process	High	Open		
3.6	Payroll Register a.Payroll Register for 2021 and YTD for 2022	High	Open		
3.7	GL Balances for Accrued Benefits List of employee accrued sick time balances	Medium	Open		
3.8	Other Benefits a.Commitments to Retirees b.Other Agreements or Promises i.e. Cars, Club Memberships, Cell Phones etc. c.Short-Term and Long-Term Incentive Plans d.Employee Bonus Plans e.Severance Plans f.Employee Assistance Programs g.Wellness Programs h.Employee Leave Policies if Not Covered In Employee Handbook	Medium	Open		
3.9	COBRA a.Compliance with COBRA Continuation Coverage Requirements (20-+ employees) b.Agreements with Third Party Administrators	Medium	Open		
3.10	Active Employee I9's a.Scans of employees I9 form	Medium	Open		
3.11	Vendor Contracts i.e., Staffing Agency, Background Investigation, Drug Screening	Medium	Open		

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3.12	<p>Compliance-Litigation or Judgements (including pending)</p> <ul style="list-style-type: none"> a.Fair Labor Standards Act (FLSA) Wage and Hour Audits <ul style="list-style-type: none"> i.Wage and Hour claims pending, settled or threatened. ii.Wage and Hour investigations. iii.Conciliation agreements. b.Equal Employment Opportunity Commissions (EEOC) charges of discrimination <ul style="list-style-type: none"> i.Prior charges, potential charges, pending charges, or litigation arising from charges. c.State or Local Civil Rights Claims; include any pending threats of litigation i.e., civil, federal, state or local levels. d.Occupational Health and Safety <ul style="list-style-type: none"> i.Complaints, investigation files, and/or citations. e.National Labor Relations Board (NLRB) <ul style="list-style-type: none"> i.Collective bargaining agreements ii.Existing petitions iii.Files concerning prior petitions iv.Existing unfair labor practice charges v.Files concerning prior unfair labor practice charges vi.Litigation with the NLRB. f.Other Litigation: whistleblower, wrongful discharge, breach of contract claim, sexual harassment allegations or findings of misconduct. g.Any other litigation not otherwise disclosed concerning employment matters. 	Medium	Open		
3.13	<p>American Disability Act – accommodation plans for employee’s being accommodated under the ADA.</p>	Medium	Open		

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4. Finance & Reporting					
4.1	Tax Returns Copies of annual tax returns for 2021, 2022 and 2023	High	Open		
4.2	Bank Statements Copies of monthly bank statements starting from 2021, 2022, and 2023	High	Open		
4.3	Credit Cards Copies of monthly credit card statements starting from January 2021 Listing of employees with company credit cards and their approved spending limits. [see 'Business Credit Card Log']	High	Open		
4.4	List Of Fixed Assets To Be Acquired [see 'Fixed Assets Log']	High	Open		
4.5	List Of Fixed Assets To Be Retained [see 'Fixed Assets Log']	High	Open		
4.6	Accounts Receivable 1. Listing of current Accounts Receivable balance 2. Accounts Receivable aging for Dec 2021 and most recent balance sheet	High	Open		
4.7	Customer Deposit Liabilities Assumed by Buyer 1. Listing of current Customer Deposit balance	High	Open		
4.8	Debt or Other Liabilities 1. Listing of current debt on the business (to be paid off at closing)	High	Open		
4.9	List Accounts Set Up with Auto Pay or Direct Debit to Bank Account. Post close we will coordinate efforts with Seller to set-up new accounts and change payment information in a manner for a smooth transition to maintain operations. Seller will be reimbursed for approved post close charges on the Seller's credit card or charges directly to their bank account. [see 'Auto Pay/Direct Debit Log']	Low	Open		
4.10	Current Accounting/Tax Personnel Please provide the contact details of the personnel that the A1 accounting team should work with during the transaction. This would likely be either 1) most senior accounting personnel employed by company 2) outside CPA firm handling accounting or tax. Please be sure to advise the appropriate people that someone from A1 will be reaching out to them.	Low	Open		

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5. Inventory & Purchasing					
5.1	Purchases a.Purchases by vendor by month for the last 2 years	High	Open		
5.2	Inventory Count [see 'Pre Close Inventory Template'] a.Date of last two physical inventory counts b.Results of last two inventory counts (Variances for quantity and values) c.Copies of the documented inventory count procedures that are used d.A pre close inventory count will need to be conducted, who should the A1 team, work with to facilitate? Place your Inventory information from Pre-Close on the tab 'Pre Close Inventory'. [Notes: If you have your own system/form, please use that one and copy/paste results of inventory cycle count on the 'pre close inventory' tab]	Medium	Open		
5.3	Supplier's names to include: [see 'Supplier Log'] a.Supplier name b.Supplier Address c.Current payment terms d.Annual Spend e.Supplier website URL f.Contact name for Purchasing/AR g.Contact emails h.Contact phone numbers	High			
5.4	Open Pos/Invoices to Convert if we need to move data to ST a.List out all open Purchase Orders by vendor, value, item, and due date. b.How are suppliers paid? c.What ERP system is used? i.Is it ST? ii.Does it work with ST? iii.Will it be run concurrent with ST for a certain time frame after closing or will it be closed out? 1.Can the data be extracted if needed after close? d.If not, export the data before close and have it on a jump drive or one drive location so it can be accessed if needed.	Medium			
5.5	Tablets/Business Cell Phones [see 'Mobile Device Log'] a.Brand b.Version [Make/Model] c.Age i.Carrier ii.Current MDM (Mobile Device Management) software (controlling tablets) iii.IMEI 1.Serial Number d.Most Recent Bill [this should be posted in Dropbox under inventory]	Medium	Open		

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6. Fleet					
6.1	Vehicle Detail Report [see 'Vehicle Detail Report Log'] a.Year b.Make c.Model d.VIN e.License Plate Number f.State g.Registration Expiration h.Current Odometer i.Assigned Driver j.Internal Unit Number k.Who Holds Title	High	Open		
6.2	Toll Road Information a.Toll Road Current Account Information	Medium	Open		
6.3	Lease Details [see 'Vehicle Lease Log'] a.Is vehicle leased? b.If vehicle is leased, who is the leasing company? c.Current Lease Invoice i.Vehicle leased ii.Lease Term iii.Remaining Book Value iv.Monthly Lease Payment v.Ancillary Leasing Services for Vehicle	High	Open		
6.4	Maintenance Records a.Past 6 months maintenance records for all vehicles	Medium	Open		
6.5	Drivers List [see 'Drivers Log'] a.Drivers Full Legal Name b.Copy Of All Driver's Licenses c.Drivers Email Address d.Drivers Cell Phone #	High	Open		
6.6	Fuel Card [see 'Fuel Card Log'] a.Fuel Card Provider b.Assigned Fuel Cards i.Vehicle ii.Employee iii.Pin #'s (If applicable)	Medium	Open		
6.7	Copy Of Titles This is used in preparation for Enterprise Fleet set up of transfer of title & registration. These copies will be used for Diligence ONLY. These copies should be uploaded to Dropbox under the Fleet folder.	Medium	Open		
6.8	Preferred Maintenance Shop for Vehicles [see 'Maintenance Shop Log'] a.Name Of Shop b.Phone Number c.Address d.Services You Would Use The Shop For	Medium	Open		

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7. Legal, Regulatory & Insurance					
7.1	Organization Chart of Legal Entities	High	Open		
7.2	Listing of owners and # of shares owned	High	Open		
7.3	Listing of any sales tax and business permits	High	Open		
7.4	Copy of Real Estate lease	High	Open		
7.5	Current Insurance Policies-Insurance Policies [see 'Insurance Policy Log'] This should include policy name, number, coverage period and deductibles. You can obtain this list from your insurance broker.	High	Open		
7.6	Workers Compensation Carrier a.Carrier Name b.Policy Plan Year Coverage Dates c.Contact Information d.Current Claims e.Run Loss Report f.Experience Rating Report g.OSHA 300 Log for last 5 years	High	Open		
7.7	Historical Loss Rates Claims you have had against your Medical Utilization Reports and Business Insurance lines of coverage. You can obtain this list from your insurance broker. a.A List of all current outstanding open claims b.List of all closed claims from the past 5 years c.Contact details for all current broker (s)	Medium	Open		
7.8	Sales & Payroll Estimates Current and prior QTD payroll summary. You will obtain this from your payroll company or accountant. This is used for estimating the current General Liability and Workers Comp Premiums. a.How do these estimates compare to the latest forecast for the same period?	Medium	Open		

Digital Detail Log

[INSERT COMPANY NAME]

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Website Information	Please include info for all websites if you have more than one.							
	URL or Log-in	User Name	Password	User Email	User Phone	Company & Contact Name	Email	Phone
Website(s)								
Other Websites								
Domain Registration								
Content Management System								
Hosting								
Third Party Website Management Agency								
CRM								
Digital Credentials	Please list any online accounts you might have. If you don't have any in line item, just indicate. Include any not listed below)							
	URL/Handle/Log-In	User Name	Password	User Email	User Phone	Contact (If Any)	Email (If Any)	Phone (If Any)
Google My Business								
Google Analytics								
Email Marketing (i.e. mailchimp, constant contact, exact target)								
Angi's List								
Home Advisor								
BBB								
Thumbtack								
GlassDoor								
Indeed								
Houzz								
Yelp								
Other (Include any not listed above)								
Social Media	Please list any online accounts you might have. If you don't have any in line item, just indicate. Include any not listed below)							
	URL/Handle/Log-In	User Name	Password	User Email	User Phone			
Facebook (Meta Business Suite)								
Instagram (Meta Business Suite)								
Twitter								
Linked-In								
Snap Chat								
Tik Tok								
Vimeo								
YouTube								
NextDoor								
Other (Include any not listed above)								

Online Reputation Log

[INSERT COMPANY NAME]

12/20/2023

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Online Reputation Sites	Link	Ave. Star Rating	# Of Reviews	Likes/Followers/Subscribers (If Applicable)	Special Notes
Google My Business					
Yelp					
Angi's List					
Home Advisor					
Better Business Bureau (BBB)					
Thumbtack					
NextDoor					
GlassDoor					
Indeed					
Facebook					
Instagram					
Linked-In					
YouTube					
Other					

Auto Pay-Direct Debit Log

[INSERT COMPANY NAME]

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Company Name	Account #	Authorized Person for Account Changes	Bank Account or Name on Credit Card	Special Notes

Fixed Assets Log

[INSERT COMPANY NAME]

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Fixed Assets To Acquire

Company Name	VIN #/Serial # (If Applicable)	Date Acquired	Cost	Depreciation	Net Book Value	Special Notes
Vehicles						
Computer Equipment						
Fixtures & Fittings						
Buildings						
Leasehold Improvements						

Fixed Assets To Be Retained

Company Name	VIN #/Serial # (If Applicable)	Date Acquired	Cost	Depreciation	Net Book Value	Special Notes
Vehicles						
Computer Equipment						
Fixtures & Fittings						
Buildings						
Leasehold Improvements						

Business Credit Card Log

[INSERT COMPANY NAME]

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Employee Name	Credit Card [eg AMEX, Visa]	Type of Purchases on Card	Monthly Spending Limit	Special Notes

Insurance Policy Log

[INSERT COMPANY NAME]

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Area Of Coverage	Name Of Company	Start Date	End Date	Coverage Limit	Premium	Special Notes
Health Insurance						
Life Insurance						
Business Insurance						
Property Insurance						
Auto Insurance						
General Liability						
Business Interruption						
Workers Comp						
D&O						
Crime						
Umbrella						
Others (Please List)						

