

# DEAL CALCULUS

## HOW TO TELL IF YOU HAVE A DEAL OR NO DEAL



**Qs**

Qualified Sponsor.

He or she has experience and a verifiable Transactional Resume (aka a "Deal Sheet").

Has a net worth, or strong experience.

Is making a meaningful equity contribution.

Sponsor / Operator is local to the asset.



**Qo**

Strong basis at buy.

The numbers make sense.

Good geographic market.

Asset is desirable and bankable (One of the "Four Food Groups").

Narrative is clear and understood.



**Deal**

Exit strategy is thoughtfully defined and clear.

There are multiple plans to execute the key event(s).

There is a business plan that outlines what needs to be done, when and where.

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