

# Pratt's Stats

Data for the guideline transaction (merged and acquired) company method.

\$895/USD  
1-year

\$289/USD  
single search

\* Pricing valid through  
March 31, 2018.

**Pratt's Stats**, a robust online database, boasts the most complete financial details on 28,300+ acquired private companies, with up to 150 data points. With up to 6 valuation multiples and 13 financial ratios, each transaction includes detailed data vital to apply the market approach, derive a selling price, benchmark performance, or perform a fairness opinion analysis. **Pratt's Stats** has been enhanced to include secondary and tertiary SIC and NAICS codes, new dedicated purchase price allocation fields, and new search fields including sale region, whether a company was a franchise, and whether the purchase included real estate.

## Benefits of Pratt's Stats

- Secondary and tertiary SIC and NAICS codes, dedicated purchase price allocation fields, and search fields including sale region, whether a company was a franchise, and whether the purchase included real estate
- Bolster your research with the **Pratt's Stats Analyzer**, an Excel-based tool that computes valuable statistics and ratios and applies various valuation multiples to your subject company
- Get a detailed transaction report with seller details (when available), source data, income data, asset data, transaction data, valuation multiples, and more! Plus, all the data is exportable into Excel
- **Bonus content:** Get the **Pratt's Stats Private Deal Update** – a quarterly PDF publication analyzing value and profitability trends in private company purchases

**Year Introduced at BVR:** 1997

**Data Type:** Financial details on sold private companies

**Delivery Method:** Online database

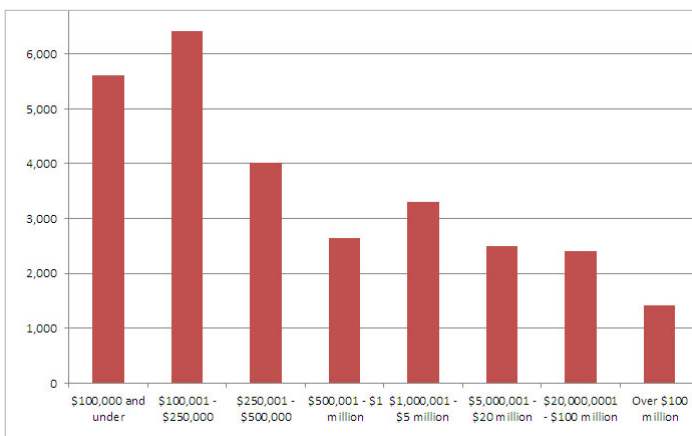
**Information sources:** M&A advisors and SEC filings

**Product Updated:** Monthly

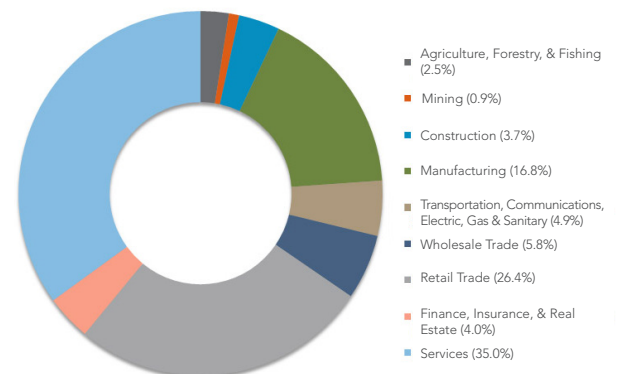
**Number of records:** 28,300+

**Industries covered:**  
4 digit SIC codes: 836  
6 digit NAICS codes: 917

## Count of Transactions by Selling Price



## Pratt's Stats Distribution of Transactions by Sector



Source: *Pratt's Stats Private Deal Update*

# Sample transaction report

## Pratt's Stats® Transaction Report

Seller Details		Source Data	
Company Name:	N/A	Broker Name:	N/A
Business Description:	Sales, Installation and Service of New & Retrofit Gutters and Downspouts. Residential and some Commercial.	Broker Firm Name:	N/A
Sale Location:	TN, United States	Years in Business:	23
Sale Region:	East South Central	Number Employees:	13
Company Type:	LLC	<a href="#">Contact Broker</a> (Retrieve broker contact information from BVR's "Find a Broker" database.)	
<u>SIC Codes</u>		<u>NAICS Codes</u>	
1761 - Roofing, Siding, and Sheet Metal Work		238170 - Siding Contractors	

Hyperlink to SEC filing when purchaser is public entity.

Transaction Data			
Date Sale Initiated:	3/1/2015	Asking Price:	N/A
Date of Sale:	8/1/2015	Market Value of Invested Capital*:	\$1,218,537
Days to Sell:	153	Debt Assumed:	\$0
		Amount of Down Payment:	\$1,218,537
		Stock or Asset Sale:	Asset
		Transaction Costs:	N/A

\*Includes noncompete value and interest-bearing debt; excludes real estate, employment/consulting agreement values, and all contingent payments.

Income Data		Balance Sheet Data		Purchase Price Allocation Data	
Data is "Latest Full Year" Reported	Yes	Balance Sheet Date	N/A	PPA Date	8/1/2015
Data is Restated (see Notes for any explanation)	No	Cash Equivalents	N/A	Cash Equivalents	\$0
Income Statement Date	12/31/2014	Trade Receivables	N/A	Trade Receivables	\$0
Net Sales	\$1,537,517	Inventory	N/A	Inventory	\$58,537
COGS	\$661,825	Other Current Assets	N/A	Other Current Assets	\$0
Gross Profit	\$875,692	Total Current Assets	N/A	Total Current Assets	\$58,537
Yearly Rent	\$27,600	Fixed Assets	N/A	Fixed Assets	\$91,250
Owner's Compensation	\$96,933	Real Estate	N/A	Real Estate	\$0
Other Operating Expenses	\$524,164	Intangibles	N/A	Identifiable Intangibles	
Noncash Charges	\$39,275	Other Noncurrent Assets	N/A	Customer Related	N/A
Total Operating Expenses	\$687,972	Total Assets	N/A	Backlog	N/A
Operating Income	\$187,720	Current Liabilities	N/A	Developed Technology	N/A
Interest Expense	\$0	Long-term Liabilities	N/A	In-Process R & D	N/A
Interest Income	\$0	Total Liabilities	N/A	Tradenames/marks	N/A
Other Expense	\$0	Stockholder's Equity	N/A	Non-Compete	\$500
Other Income	\$0			Other Intangibles	N/A
Earnings Before Taxes	\$187,720			Total	N/A
Tax Expense	\$0			Goodwill	N/A
Tax Benefit	\$0			Total Intangibles	\$1,068,750
Net Income	\$187,720			Other Noncurrent Assets	\$0
				Total Assets	\$1,218,537
				Interest-Bearing Liabilities	\$0
				Total Liabilities	\$0

Additional Transaction Information			
Deal Terms: Consideration: Cash in the amount of \$1,218,537 with \$120,000 being held in an escrow account to be paid at end of sellers 4 months training and transitioning period.			
Was there a Note in the consideration paid?	No	Was there a Noncompete Agreement?	Yes
Was there a personal guarantee on the Note?	No	Noncompete Value:	\$500
Amount Seller Financed:	\$0	Noncompete Length (Months):	84
		Was there an Employment/Consulting Agreement?	No
		Employment Agreement Value:	N/A
		Assumed Lease (Months):	12
Terms of Lease:	N/A		
Noncompete Agreement:	100 mile radius for 7 years.		
Employment/Consulting Agreement:	4 month training and transitioning period.		
Additional Notes: Allocation of the Purchase Price: Inventory \$58,537, Fixed assets \$91,250, Noncompete \$500, Other intangibles \$1,068,250, Total assets acquired \$1,218,537.			

Additional key transaction information, can include purchase price allocation and leasing details

Valuation Multiples		Profitability Ratios		Leverage Ratios	
MVIC/Net Sales	0.79	Net Profit Margin	0.12	Fixed Charge Coverage	N/A
MVIC/Gross Profit	1.39	Operating Profit Margin	0.12	Long-Term Debt to Assets	0.00
MVIC/EBITDA	5.37	Gross Profit Margin	0.57	Long-Term Debt to Equity	0.00
MVIC/EBIT	6.49	Return on Assets	0.15		
MVIC/Discretionary Earnings	3.76	Return on Equity	0.15		
MVIC/Book Value of Invested Capital	1.00				
Earnings		Liquidity Ratios		Activity Ratios	
EBITDA	\$226,995	Current Ratio	N/A	Total Asset Turnover	1.26
Discretionary Earnings	\$323,928	Quick Ratio	N/A	Fixed Asset Turnover	16.85
Gross Cash Flow	\$226,995			Inventory Turnover	26.27