



## Restaurant Assessment Tool©

Designed by the restaurant brokers at We Sell Restaurants to evaluate your needs and give you expert advice on buying a restaurant.

Fax to 1 888 668-8625 or email [info@wesellrestaurants.com](mailto:info@wesellrestaurants.com)

We will contact you with a profile of restaurants that fit your requirements.

This tool is built for buyers to help you align your lifestyle, financial, and business requirements with the type of restaurant listings where you should focus your attention. Successfully complete the Restaurant Assessment Tool© and you will be equipped to meet sellers and brokers with a clear strategy for your own success. Thoughtfully consider each question and each potential answer. Begin by filling this out in pencil. Place notes in the margin for any questions you want to return to or you are not sure about yet.



The Restaurant Assessment Tool© is a ten-question survey that leads you to answer:

1. What type of restaurant am I looking for?
2. What type of restaurant delivers what I need for myself and my family?
3. What am I willing to sacrifice to obtain this restaurant in terms of money, time and lifestyle?

After this exercise, you should be able to consolidate your answers into exactly what you're looking for simply by listing your responses and writing them into a paragraph. Here is an example from a buyer that answered the Restaurant Assessment Tool© as follows:

1. Profitable
2. Restaurant with lease
3. Fast casual
4. Earnings above \$100,000
5. Restaurant experience, back of house
6. Late nights, weekends okay
7. High alcohol
8. Married, committed relationship who will be partner in the business
9. Twenty-mile commute, will not move
10. I have up to \$250,000 to spend so I will not require financing or capital.

These answers look like this when combined into a paragraph:

"I want a profitable restaurant with earnings above \$100,000. I prefer a fast casual restaurant and am comfortable with late nights, weekends, and high alcohol. My wife is going to join me in the business. I am experienced in kitchen operations of a restaurant. We will not move, so it needs to be no more than twenty miles from my home. I will not require capital, and I have more than \$250,000 in cash for the purchase."

The answers to the questions above indicate this buyer prefers fast casual, but the mutual acceptance of high alcohol and late nights indicates that in addition to fast casual, he would also be a great fit for a sports bar concept. The Restaurant Assessment Tool© allows you to do this on your own or a We Sell Restaurants broker will be happy to assist you.

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## 1) What does my earnings requirement force me to focus on?

- An operating restaurant—profitable earnings
- A turnaround situation—low to no profit
- A closed restaurant—I have my own concept
- Franchise restaurant resale
- New unfinished space for my own concept— I'm Bob the Builder in my spare time

## 2) What type of lease or purchase situation do I want?

- Restaurant and real estate
- Restaurant only—I'll lease the space
- Real estate only—I'll convert

## 3) What kind of restaurant do I want?

- Upscale/fine dining restaurant
- Barbeque restaurant
- Pizza/Italian restaurant
- Sports bar/Bar/Club
- Fast casual
- Asian restaurant
- Deli/sandwich restaurant
- Franchise restaurant only—I want someone else's menu
- Takeout/delivery only restaurant

## 4) How much money do I need to make to support my family?

- I'm independently wealthy and don't need an income
- Earnings of under \$50,000
- Earnings of between \$50,000 and \$99,000
- Earnings above \$100,000
- Earnings above \$200,000

## 5) How much restaurant experience do I have?

- I do not have any restaurant experience
- I have restaurant experience as an owner or manager
- I have experience as a manager for a franchise
- I have restaurant experience in back of house (kitchen)

## 6) If I'm in charge of my own destiny by owning a business, what days and hours do I want to operate?

- Open for breakfast and lunch
- Open for lunch and dinner until early evening (9 p.m.)
- Open late at night (midnight–2 a.m. including weekends)
- Open until early morning hours (2 a.m.–4 a.m.)
- Monday through Friday only
- Seven days a week including weekends

## 7) What is the alcohol level I'm comfortable serving?

- Low alcohol/high food
- Mid alcohol/mid food
- High alcohol (bar levels)/low food
- No alcohol

## 8) What's my relationship status?

- Single—I can work any time.
- Married or committed relationship but no kids or responsibilities for others. My significant other has a "regular" job.
- Married or committed relationship with toddlers through school-age children.
- Married or committed relationship; my significant other is my partner in this business.

## 9) How far am I willing to travel from my home to my restaurant to work each day?

I am willing to travel \_\_\_\_\_ miles from my current home to my new restaurant

## 10) Where am I going to get the capital for my restaurant?

- I will not require financing or capital.
- I have loans or investors secured up to \_\_\_\_\_.
- I need the owner to finance \_\_\_\_\_% or \$\_\_\_\_\_, and I have \$\_\_\_\_\_ to put down.
- I have little money to put down, but I have great credit.
- Contact me with ideas for financing.



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Use the space below to capture your own answers to questions 1–10 and combine the answers into a brief paragraph describing your ideal restaurant situation. Flesh out your answers with your personal beliefs or situation until you have something that reads like the example we provided. Then you should be able to easily identify the ideal restaurant opportunities.

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# Want to Learn More about Buying a Restaurant?

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Visit [www.wesellrestaurants.com](http://www.wesellrestaurants.com)

For dozens of articles and the latest information on how to buy a restaurant, visit our website. You'll find articles, news, videos, listings and more.

Register as a Restaurant Buyer on [www.wesellrestaurants.com](http://www.wesellrestaurants.com)

WeSellRestaurants.com is the nation's most sophisticated website for restaurant buyers and restaurant sellers. We deliver an online confidentiality agreement, 24 hour access to restaurant listing information, photographs, the address, and even videos via our state of the art technology platform. Register as a buyer today for access to the latest restaurant listings first.



## [Buy our Book](#)

[Appetite for Acquisition](#) has been described in the business as the “definitive guide for anyone looking to enter the restaurant industry. Winner of the **Best of 2012 Small Business Book Award**”, it is full of tips, ideas, worksheets and more on how acquire a restaurant in a way that is less painful, more profitable and delivers a better return on your investment.

## [Read our Blog – Advice for Buying a Restaurant and Selling a Restaurant](#)

Our blog is updated every few days with more articles and information on the process of buying a restaurant. For the latest information on line, visit [www.blog.wesellrestaurants.com](http://www.blog.wesellrestaurants.com)

Call Us Toll Free: 1-888-814-8226

Our restaurant brokers are available to assist you in your search to find a restaurant and answer your questions.

Email Us

[info@wesellrestaurants.com](mailto:info@wesellrestaurants.com)

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