

# Merger Opinion Questionnaire

**Name:** \_\_\_\_\_

**Date Completed:** \_\_\_\_\_

**1. What is the fundamental reason for your current business' existence?**

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**2. What is the fundamental reason for the proposed merged business' existence?  
How does the proposed merger enhance your current reason above?**

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**3. What additional strengths (internal) does the proposed merger bring?**

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**4. What weaknesses (internal) does the proposed merger highlight?**

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**5. What additional opportunities (external) does the proposed merger provide?**

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**6. What additional threats does the proposed merger expose?**

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**7. What would be the proudest achievement the proposed merger could provide you?**

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**8. The proposed merger will allow you to spend more work time focussing on what type of work?**

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**9. What events of your past make your cautious about the proposed merger?**

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**10. Succinctly, describe your lifestyle benefits of the proposed merger?**

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**11. Succinctly, quantify and date-stamp the most meaningful business and personal goals of the proposed merged business.**

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**12. What do you believe will be the greatest source of new business in the merged entity?**

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**13. What age do you plan to retire from the merged business at least on a full-time basis?**

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**14. What is the best method of business valuation to value your current business prior merger?**

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**15. What do you wish to earn, i.e. total package in the first few years of the proposed merged entity?** 

| First Year of Merger | One Year Later | Two Years Later | Five Years Later |
|----------------------|----------------|-----------------|------------------|
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**16. Assuming the possible use of a single entity for the proposed merged entity, what criteria do you suggest for determining the allocation of shareholding in the proposed merged entity?**

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**17. How will additional participants/firms potentially join the proposed new entity in subsequent years?**

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**18. How specifically will the proposed merged entity enhance the careers of your team (i.e. the non-directors)?**

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**19. How specifically will the proposed merger improve the service to clients?**

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**ANY OTHER COMMENTS?**