DUE DILIGENCE: FIRM DATA

MARKETING:

❑ Marketing activities
- Brief overview of marketing activities
- Copies of marketing plans or budgets, if available
- Marketing success stories and strategies

❑ Referral sources
- Any strategic relationships, referral sources

❑ Marketing materials
- Copies of any marketing materials, brochures, client deliverables
- Web marketing specifics

FIRM CLIENTS AND SERVICES:

❑ Overview of each practice area or services
- Fee schedules
- Process checklists

❑ Clients
- Top 20 clients for each practice area over last 3 years
- All active clients list for conflict check
- Any material clients lost over last 12 months
- Description of billing and collections process
- Sample engagement agreements
- List of any material client complaints or disputes, filed or otherwise

SUPPLIERS AND VENDORS:

❑ Schedule of all contracts
- Service contracts
- Marketing and advertising
- Website & SEO
- Insurance
- Employee payroll and benefits
- Computers & IT
- Banking
- File storage
- Utilities and equipment

❑ Copies of contracts for each

❑ Contact information for assignment for each

OFFICE:

❑ Lease
- Copies of any leases
- Landlord or property manager contact

❑ Procedures
- Hours of operation and staff/client schedules
- Scheduling of clients

❑ Systems
- Phones
- Access doors
- Parking

OPERATIONS AND SERVICES:

❑ Software
- List of each software used
- Contact information for support
- Known limitations or issues

❑ Client Files
- Life cycle of a client file reviewed and mapped (open to close)

❑ Management tasks described
- Bank deposits
- Accounts payable
- Billing, invoicing and collection
- Client costs tracking
- Marketing
- IT
- Bank reconciliation including trust accounts
- Payroll
- Employee management

EMPLOYEES:

❑ Copies of current employee handbook, policies and/or contracts

❑ Description of each employee role and responsibilities

MASTER LIST OF CONTACTS & LOGINS:

❑ Providers Contact List
- Service providers
- Marketing providers

- Vendors
- Insurance
- Landlords
- Employee payroll
- Firm insurance and benefits
- Utilities
- Others

❑ Logins and passwords
- All Admin login credentials
  - Software
  - Computers
  - Server/Cloud
  - Banking, if transferred
  - Entity tax accounts, if transferred
- Security codes
- Phone pass codes
- Keys location(s)
  - Safe deposit box
  - PO Box
  - Office(s)