



*M&A Advisors ~ Exit Strategy Advisors ~ Certified Business Intermediaries ~ Business Valuations ~ Due Diligence Services ~ Profit Building Consulting*  
*George & Company is a division of Central Mass Escrow Service, Inc., a bonded Massachusetts Corporation*  
65 James Street, Worcester, MA 01603-1035 ~ Telephone (508) 753-1400 ~ Fax (508) 799-9544 ~ [www.georgeandco.com](http://www.georgeandco.com)

## **CONFIDENTIALITY AGREEMENT**

### **Brimfield Antique Show Provider #15683**

George & Company, a division of Central Mass Business Brokers, Inc., (G&C) has been exclusively retained by our (client(s) to represent the sale of their business. Accordingly, we represent their best interests in all discussions and negotiations.

It is understood that by fully executing this Confidentiality Agreement, you are responsible for maintaining and protecting the confidentiality of all information provided in the Confidential Business Review (CBR) and/or other information provided by George & Company and our clients. This obligation extends to your employees, advisors, representatives, agents and any other third parties who subsequently receive the subject information. Additionally, no information provided by George & Company, or our client(s) may be used directly or indirectly for your demonstrable monetary benefit including your competitive advantage.

George & Company employees, representatives and agents have not made any independent investigation, verification or audit of any of the information to be provided and any representation to the contrary is not authorized. No representations or warranties, expressed or implied, are made regarding the accuracy or completeness of the information contained herein and such representations and warranties by George & Company are not authorized.

If you do not proceed with this transaction, we request you return or attest to in writing that all written and electronic records and materials containing or reflecting any information contained in the CBR or other forms of provided confidential information have been properly destroyed. You further agree and attest that you or your authorized representatives have not retained copies, extracts or other reproductions in whole or in part of such material all documents, memoranda, notes, and other writing whatsoever prepared by you.

This Agreement has been initiated for the exclusive benefit of our client(s) and shall be governed and construed in accordance with the laws of the Commonwealth of Massachusetts. This agreement will terminate in 2 (two) years from the date of its first signature.

George & Company does not and shall not provide legal, tax, accounting and risk management advice. Prospective buyers are advised to seek and obtain the counsel of competent professionals.

#### **Interested Party Information**

Name: \_\_\_\_\_ Signature: \_\_\_\_\_ Company Name: \_\_\_\_\_

Street Address \_\_\_\_\_ City, State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Email: \_\_\_\_\_ Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Intending to be legally bound, the undersigned has confirmed and personally agreed to the provisions of this agreement on this \_\_\_\_\_ day of \_\_\_\_\_, 2022.

Thanks for reaching out to George & Company on this business opportunity. My client representation process may be unlike other firms as I do not forward the Confidential Business Review (CBR) document in advance of having a brief phone 10–15-minute call with you. My goal is to obtain a better understanding of your acquisition goals, discuss the Q&A listed below, while mitigating unnecessary risks of exposing my client confidential business information. If you wish to continue discussions on this business, please execute and return the CA, and provide me with a few times/days that best fit your schedule. I will be in touch to confirm.

**Q&A Brimfield Antique Show Provider #15683**

1. What attracted you in the Intro-Page to reach out to us?
2. What is your timeframe to purchase the “right business”?
3. How do you plan to pay for the business?
4. Do you plan to operate the business yourself or is this an investment?
5. Do you currently own, or have you previously owned a business?
6. What is your maximum travel distance/time to the business?

**Best Day & Times**

- 1.
- 2.
- 3.

Thank you,  
*Jeffrey Lefebvre*  
Vice President