



DEALERSHIP INFO:

Company Name: _____
Company DBA: _____
Address: _____
City: _____ State: _____ Zip: _____
Company Website: _____ Company Phone: _____
EIN/TIN: _____ Store Hours: _____
Receiving Hours: _____

PRIMARY CONTACT:

First name: _____ Last Name: _____ Title: _____
Phone: _____ Email: _____

OTHER CONTACTS (IF ANY):

First name: _____ Last Name: _____ Title: _____
Phone: _____ Email: _____
First name: _____ Last Name: _____ Title: _____
Phone: _____ Email: _____

Are you currently selling motorcycles, parts and accessories?

- Yes
No

Please list all brands you currently sell: _____

Total Number of bikes sold: YTD _____ Last Year: _____ Prior Year: _____

LOCATION:

Is the location a new or existing dealership?

- New
Existing

Dealership overall size SQ FT: _____ Showroom: _____
Parts: _____ Service: _____ Parking: _____

Additional locations? _____



EMPLOYEES:

Number of full time employees: _____ Part time: _____

TRADE REFERENCES:

Please provide three references with company name, contact and phone number.

1. _____
2. _____
3. _____

INDUSTRY BACKGROUND:

Please give a brief description of your Industry and/or Business Management experience: _____

BUSINESS PLAN:

Please give a brief description of your business plan: _____



Operating Statement Projection

MOTORCYCLE FORECAST	YEAR 1	YEAR 2	YEAR 3
Sherco Motorcycles:			
Sherco Motorcycles (used):			
Other Brand(s):			
Other Brand(s) (used):			
TOTAL:			
SALES REVENUE Sherco Motorcycles :			
Sherco Motorcycles (used):			
Sherco SpareParts:			
Sherco Accessories:			
Sherco Apparel:			
Sherco Service (Labor) :			
TOTAL SALES REVENUE:			
COST OF SALES Sherco Motorcycles:			
Sherco Motorcycles (used):			
Sherco SpareParts:			
Sherco Accessories:			
Sherco Apparel:			
Sherco Service (Labor):			
TOTAL COST OF SALES:			
GROSS PROFIT:			
OPERATING EXPENSES:			
Advertising & Marketing:			
Flooring:			
Occupancy:			
Insurance:			
OPERATING EXPENSES TOTAL			
NET OPERATING INCOME/LOSS:			



Facility Photographs

Street View	Front View
Left Side View	Right Side View
Rear Side View	Front Door/Entrance



Facility Photographs

Showroom Angle 1	Showroom Angle 2
Parts Counter	Parts Department
Service Counter	Service Department