

MARKETING DUE DILIGENCE CHECKLIST

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This checklist contains documents and information related to marketing that a seller might request from a buyer.

MARKETING	OWNER	COMPLETE?	DATE OF COMPLETION	NOTES
Standard sales forms and literature, such price lists, catalogs, and purchase orders				
Sales representative, agency, distributor, and franchise agreements				
Other agreements pertaining to the company's marketing				
Information on markets the company pursues or plans to pursue				
Press releases about the company, and any partnership or joint effort where the company or a subsidiary is involved				
Marketing costs				

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