The Tie-Out Times

RECORDS REQUEST · CONTENT PROJECT _____ DATE _____

How to send: where the platform allows it, the easiest route is a view-only user for the reviewer, set up by the seller and removed afterward; many platforms offer one. Amazon discourages adding outside users, so for Amazon use exports and a screen-share. Otherwise, download each item from the platform, the bank or the accounting software and send it as it comes out, not rebuilt by hand. Your broker may already have many of these. Bank statements are always sent as PDFs. Share files through the broker's data room, or a Google Drive, Dropbox or OneDrive folder you own, shared view-only; access is removed after delivery. No email attachments. Never send customer names, emails or addresses; summary or anonymized exports are enough. Nobody shares a password. Anything not sent is listed in the report with what it limits.

Red Flag Tie-Out

Send these for either tie-out

- ☐ **Monthly profit and loss (P&L) used for the listing, with the ledger detail** · *24 months, by month*
  FROM Accounting software (QuickBooks, Xero) **SEND AS** Excel or CSV **USED FOR** Listing vs records · Add-back schedule · Month-by-month
- ☐ **Business bank statements, every account the business uses** · *24 months*
  FROM Download from the bank's website **SEND AS** PDF **USED FOR** Listing vs records · Month-by-month
- ☐ **A document for every add-back** · *12 months*
  FROM The invoice, receipt, payroll record or bill behind each add-back **SEND AS** PDF **USED FOR** Add-back schedule
- ☐ **List of suppliers, contractors and key contracts, with copies of any agreements** · *Current*
  FROM Written by the seller; a simple list is fine **SEND AS** Document or PDF **USED FOR** Area ratings · Owner dependence · Risk register
- ☐ **Business tax returns (optional, recommended)** · *Last 2 years*
  FROM As filed (Schedule C, 1065 or 1120-S); Social Security numbers and personal pages blacked out **SEND AS** PDF **USED FOR** Listing vs records
- ☐ **Traffic by source, by month** · *24 months, by month*
  FROM Google Analytics 4 **SEND AS** CSV **USED FOR** Trend · Area ratings
- ☐ **Search performance** · *16 months (the most it keeps)*
  FROM Google Search Console **SEND AS** CSV **USED FOR** Trend · Area ratings
- ☐ **Earnings and payment history from every revenue source** · *24 months*
  FROM Each ad network and affiliate dashboard **SEND AS** CSV or PDF **USED FOR** Listing vs records · Month-by-month
- ☐ **Revenue by page** · *12 months*
  FROM Ad network and affiliate dashboards, by page or URL **SEND AS** CSV **USED FOR** Area ratings · Revenue quality
- ☐ **Writer and contractor invoices** · *12 months*
  FROM As received **SEND AS** PDF **USED FOR** Listing vs records · Owner dependence

Full Tie-Out adds

Also send these for a Full Tie-Out

- ☐ **Owner task log: hours a week by task** · *4 recent weeks*
  FROM Written by the seller; a simple list is fine **SEND AS** Document or spreadsheet **USED FOR** Owner dependence
- ☐ **List of written procedures (SOPs), with copies** · *Current*
  FROM From the seller's files **SEND AS** PDF or document **USED FOR** Owner dependence
- ☐ **Email list size** · *Current*
  FROM Email platform **SEND AS** CSV **USED FOR** Revenue quality
- ☐ **Content update log and backlink history** · *24 months*
  FROM The seller's records; a backlink tool export if they use one **SEND AS** CSV **USED FOR** Revenue quality · Risk register
- ☐ **Ad network and affiliate notices, and any search penalties** · *24 months*
  FROM Network messages; Search Console **SEND AS** PDF **USED FOR** Platform risk · Risk register
- ☐ **Hosting bills and network revenue-share statements** · *24 months*
  FROM Hosting billing page; network statements **SEND AS** PDF **USED FOR** Platform risk

SEO and technical site checks aren't included; hire a specialist if they matter to the deal.

A short live check confirms these records, through read-only access or a screen-share with the seller: the same reports opened live and a few months matched. It doesn't replace them.