Buyer Red Flags Checklist

Use this checklist to identify potential concerns and warning signs when assessing a buyer for your business.

❑ Lack of transparency or evasiveness during conversations

❑ Overemphasis on speed over diligence or understanding

❑ Unclear funding sources or financial position

❑ Unrealistic expectations about business performance

❑ Lack of relevant industry experience or operational understanding

❑ No clear post-acquisition plan or transition strategy

❑ Dismissiveness toward staff, culture, or legacy

❑ Attempts to renegotiate deal terms late in the process

❑ Reluctance to engage professional advisors

❑ Inconsistencies in communication or behaviour

Tip: Trust your gut. If something feels off, take the time to explore it. A bad buyer can destroy everything you've built.