SAMPLE REPORT — FICTIONAL DEAL. The listing, store, seller and every figure below were invented to show what our report looks like. Any resemblance to real listings, brands or people is coincidental.

VetThatDeal — Deal Scan Report

Independent deal inspection. Before you wire.

Prepared for: Sample Client · **Date:** November 25, 2026 (sample v4) · **Turnaround:** 43 hours
What's for sale: Brightpaw Supply Co. (brightpawsupply.com, fictional), a Shopify store selling dog harnesses, leashes and collars under its own brand, with a smaller Amazon channel. US-based, 3 years old.
Asking price: $148,000, plus inventory at cost (seller says about $18,000), sold separately
What the listing says it earns: $5,900 profit a month ($70,800 a year). At that rate, the price equals 2.1 years of profit.
Where it's listed: a major online-business marketplace · Seller's username: "PawsAndProfit" (fictional)
What we looked at: the listing and prospectus, 12 months of Shopify payout reports, 12 months of Amazon settlement reports, the seller's monthly profit-and-loss spreadsheet, a Meta ad-account export for 12 months, a Klaviyo campaign report, the 3PL's October invoice, and public sources about the brand and the seller.

How to read this report

Think of this report as a friend who has read every page of the deal before you. We compare what the seller says with the evidence you gave us and with what we can find in public. We point out what holds up and what doesn't, and give you the questions to ask. We don't tell you whether to buy. That's your call.

The Risk Score (0–100) adds up eight risk areas. The higher the number, the more open problems:

- 0–25: normal caution
- 26–50: room to negotiate
- 51–75: significant concerns
- 76–100: walk-away territory

The score sums up the evidence. It is not a recommendation.

Every finding carries one label:

Label	What it means	What to do with it
Verified	We saw proof, such as a payout report, a settlement report, an ad-account export or a public record.	You can rely on it for the period we checked.
Seller-claimed	The seller says it, but we saw no proof. It may well be true.	Ask for the proof before you rely on it.
Red flag	The evidence contradicts the listing, or shows a serious risk the listing doesn't mention.	Raise it with the seller. It usually affects price or terms.
Unknown	We couldn't check it, usually because the documents weren't provided.	Treat it as an open question.

Words you'll see in this report:

- **Owner earnings:** what the store makes in a year after every real running cost (products, ads, fees, shipping, helpers), before paying you, its owner. This is the money that's there for your pay and for paying back the price. Small online stores are usually priced on this figure. Listings call it "SDE."
- **Years of profit:** the price divided by one year of owner earnings. "2.1 years" means you'd earn your money back in about two years if profit stays the same. Marketplaces call this the "multiple."
- **Last 12 months:** the average of the past year. It smooths out good and bad months, so it's the fairest view of profit.
- **Today's pace:** the last six months of owner earnings, doubled. It shows what a year looks like if things stay as they are now.
- **Payout report:** Shopify's record of the money it actually sent the store's bank account, after refunds and fees. Amazon's version is the settlement report. These are the closest thing to bank records a buyer usually gets.
- **Cost of goods:** what the products cost to buy and ship from the factory, before anything else.
- **Cost per order:** what the store pays in ads, on average, to get one order. When it rises, profit falls even if sales look the same.
- **3PL:** a third-party warehouse that stores and ships the stock for the store.
- **SKU:** one product in one size and color. "Two SKUs bring 61% of sales" means two specific items do.
- **Brand registry:** Amazon's program that lets a trademark owner control its product listings. It needs a registered trademark.
- **Escrow:** a neutral service that holds your money until the handover is done.

Verdict

Risk Score: 63 / 100 — Significant concerns

In short: this is a real brand with real customers, and the payout reports show real money. But the profit in the listing comes from the four best months, the "seasonal dip" since July lines up with the month the ad spend was halved, and most of the sales rest on two products from one factory with no agreement. On the evidence, a normal year earns about $52,500, and today's pace is closer to $38,000. The inventory sold "at cost" has not been counted, and the Amazon channel had a suspension in June that the listing doesn't mention.

Risk area	What it asks	Risk level
Financial integrity	Are the profit numbers real and complete?	Elevated
Customers and demand	Are the orders real, and will they keep coming without more ad money?	**High**
Seller	Who are you buying from: track record and public footprint	Low
Dependence	How much rests on one product, one supplier or one ad platform?	**High**
Handover	What survives the change of owner?	Moderate
Legal	Who owns the name, and are the products compliant?	Elevated
Market	Is the category healthy, and how crowded is it?	Moderate
Price	Does the asking price match the evidence?	Elevated

Top 5 findings

1. **RED FLAG — The "seasonal dip" is an ad-spend cut.** Orders fell 29% from July to October 2026. The listing calls it "normal summer seasonality." The Meta ad export shows spend was cut from about $11,400 a month to $5,600 a month in July, and the cost per order rose from $14 to $21 at the same time. Last summer, with steady spend, orders grew.
   What this means: the store doesn't sell on its own; it sells when ads run. Profit "improved" in the autumn because less was spent, not because the brand got stronger. Today's lower order count, at today's higher cost per order, is the realistic starting point.
2. **RED FLAG — The profit figure comes from the best 4 months.** The $5,900 a month is the November 2025 to February 2026 average (holiday season plus the January "new puppy" bump), multiplied out to a year. Over the last 12 months, owner earnings averaged about $4,375 a month. On that figure the price equals 2.8 years of profit, not 2.1. On today's pace it equals 3.9 years.
   What this means: you'd take longer to earn your money back than the listing suggests.
3. **RED FLAG — Two products from one factory, with no agreement.** Two harness SKUs bring 61% of sales, and every product comes from one factory in Guangdong, sourced through a trading company, on 30-day terms, with no written supply agreement and no exclusivity. The factory's

catalogue shows the same harness under two other brand names.
What this means: the thing you'd be buying can be bought by anyone. Your protection is the brand, the reviews and the customer list, not the product.

4. **Seller-claimed, not verified — $18,000 of inventory "at cost."** We saw no stock count. The 3PL's October invoice bills storage for 2,140 units, and the Shopify catalogue shows 38% of those units are in a colorway the store discontinued in May.
What this means: don't pay cost price for stock that doesn't sell. Ask for a dated count by SKU and price the discontinued units at what they'll fetch.
5. **RED FLAG — An Amazon suspension in June the listing doesn't mention.** The Amazon settlement reports show no sales for 23 days in June 2026; the seller's own account-health screenshot (sent as "anything else") shows a listing suspension for a "pet product safety claim" that was reinstated after an appeal. Amazon is 22% of sales.
What this means: this may be fully resolved, but a buyer needs the appeal file and the current account-health page, and it goes to the compliance question in area 6.

What would change this picture most: a dated inventory count by SKU; the Amazon appeal file and today's account-health page; the Meta ad account's full history with read-only access; and the seller's answers to Questions 1–6.

What we found, area by area

Each area starts with what we checked and why it matters to you, then lists the findings with their labels, then sums up what they mean.

1. Does the listing match the evidence? — Elevated risk

What we check: every claim in the listing against the documents behind it, and the listing's own history (price cuts, relistings, how profit is presented).
Why it matters: the listing is a sales document. Gaps between the listing and the evidence show where the price rests on optimism.

- **Verified:** The listing has been live 52 days; the price was cut once, from $165,000 to $148,000.
- **Verified:** The listing's channel split (78% Shopify, 22% Amazon) matches the payout and settlement reports exactly.
- **Red flag:** The profit figure comes from the best 4 months (see area 2).
- **Red flag:** The listing says "ad spend has been reduced as the brand matured." The ad export says spend was cut in July and the cost per order rose. That is the opposite of a maturing brand. *(→ Question 3)*
- **Seller-claimed:** "4.8 stars across 1,900 reviews." The Shopify review app shows 1,240 reviews; Amazon shows 410. Together that is 1,650, and the Amazon rating is 4.3. *(→ Question 8)*

What this means: the big numbers are real but presented at their best. The review count and the ad-spend story are overstated in ways you can check in ten minutes, which tells you to check everything

else too.

2. Are the profits real? — Elevated risk

What we check: we rebuild profit from payout and settlement reports, not the seller's spreadsheet, and test whether all the real running costs are included.
Why it matters: profit is what you're paying for. If it's overstated, every month you own the store earns less than the price assumed.

- **Verified:** Shopify payouts for all 12 months total $321,400 net of refunds and fees; Amazon settlements total $90,600. Together, $412,000 of real money in, against the listing's $468,000 run-rate.
- **Verified:** Cost of goods, from the trading company's invoices for 12 months, is 39% of sales. The listing uses 38%.
- **Red flag:** Refunds and chargebacks were $9,600 over the year (2.3% of sales) and sit in no line of the seller's spreadsheet. They are real because the payout reports are already net of them.
- **Red flag:** The seller left out a $600-a-month customer-service contractor as "optional." That person answers the store's email and the Amazon messages within Amazon's 24-hour rule. The cost isn't optional unless you do it yourself.
- **Verified:** Shopify plan, apps, payment fees, 3PL storage and pick-and-pack, and outbound shipping total $78,000 for the year, matching the invoices we saw for 9 of 12 months.
- **Unknown:** Sales-tax collection. The store collects in 4 states; it ships to 41. We did not see a nexus review. *(→ Question 10)*

What this means: the money is real. A realistic year of owner earnings is about $52,500, not $70,800, and the last six months point lower. See the step-by-step table.

3. Are the orders real, and will they keep coming? — High risk

What we check: where the orders come from, whether the trend is genuine, and what really explains any rise or fall.
Why it matters: for a store, orders are the income. You need to know the customers will still be there when you stop spending what the seller spent.

- **Verified (Meta ad export):** Paid social brought 68% of first orders over the year. Spend was cut from $11,400 to $5,600 a month in July 2026; cost per order rose from $14 to $21.
- **Verified (Shopify report):** Orders fell 29% from July to October 2026. July to October 2025, with steady spend, orders grew 8%.
- **Verified (independent estimate, Ahrefs, Nov 24, 2026):** The site gets about 1,900 Google visits a month, mostly for the brand name. Searches for the brand name are up 40% year on year, which is the one genuinely good demand signal in the file.
- **Verified:** Repeat customers placed 27% of orders. For a harness-and-leash brand that is healthy; most buyers only need one.

- **Seller-claimed:** "14,000-subscriber email list, our best channel." The one Klaviyo report we saw shows a September campaign with 2,900 opens (21%) and 61 orders.
- **Unknown:** Google Analytics and the Shopify traffic report were not provided. We measured traffic independently; the seller's export would let us compare. *(→ Question 2)*

What this means: the brand has a real following, shown by branded searches and repeat orders, but today's order count depends on ad money. Budget for the ad spend the seller used to run, not the one in the last quarter.

4. How much rests on one thing? — High risk

What we check: weak points, meaning how much depends on one product, one supplier, one channel or one account.
Why it matters: weak points stack up. One change outside your control can remove most of the income at once.

- **Verified:** Two harness SKUs bring 61% of sales; the top five bring 84%.
- **Verified:** All products come from one factory through one trading company. No written supply agreement, no exclusivity, 30-day lead time, 50% deposit on order.
- **Verified:** 68% of first orders come from Meta ads. The Meta ad account is in the seller's personal Business Manager.
- **Verified:** Amazon is 22% of sales through one seller account that had a suspension in June.
- **Red flag:** Four weak points stack: two products, one factory, one ad platform, one Amazon account.

What this means: a price rise from the factory, a Meta account problem or a second Amazon suspension would each hit income hard, and they can happen together. The brand name and reviews are what you'd be relying on.

5. What survives the handover? — Moderate risk

What we check: which accounts and assets move to a new owner, which need approval, and what breaks when the store changes hands.
Why it matters: a store that can't be handed over cleanly loses value on day one.

- **Verified:** Standard Shopify store on a paid theme, 11 apps, no custom code. Shopify store ownership can be transferred in a day.
- **Verified:** The domain is with a common registrar; the 3PL has a month-to-month agreement that the seller says can be assigned. *(3PL assignment: Seller-claimed.)*
- **Note:** Amazon seller accounts can be transferred, but Amazon reviews the new owner, and a past suspension makes that review slower. Plan for 2–4 weeks.
- **Note:** The Meta ad account, pixel and ad history are in the seller's personal Business Manager. They can be moved to yours, and the pixel's history is part of what you're paying for. *(→ Question 12)*

- **Seller-claimed:** The factory "will work with the new owner at the same prices." Nothing in writing.

What this means: the Shopify side is clean. The Amazon account, the ad account and the factory are the three handovers that need to be agreed in writing before you pay.

6. Legal points to check — Elevated risk

What we check: who owns the name, whether the products meet the rules, and what legal cleanup a buyer would inherit. We flag issues for your lawyer; we don't give legal advice.
Why it matters: a name you can't protect and products that can't be sold on a platform become the new owner's problems after the sale.

- **Verified:** "Brightpaw" is not a registered trademark (USPTO search, Nov 24, 2026). A live application for "BRIGHT PAWS" in the same class was filed by another party in August 2026. *(→ Question 9)*
- **Verified:** Because there is no registered mark, the store is not in Amazon's brand registry, which is why a competitor could edit its Amazon listing in June.
- **Red flag:** The June suspension was for a "safety claim" on the harness listing ("escape-proof, vet-approved"). The same words are on the Shopify product page today.
- **Unknown:** Product testing. Dog harnesses are not heavily regulated in the US, but the "vet-approved" wording and the metal hardware's lead content are things a lawyer or a testing lab would ask about. *(→ Question 11)*
- **Seller-claimed:** All product photos and the logo were made for the brand by a freelancer and are owned outright.

What this means: the brand name is the main thing you'd own, and right now nobody owns it. Filing a trademark, winning the race with the August applicant and cleaning up the product claims are a known cost and a known risk to price in.

7. Is the category healthy? — Moderate risk

What we check: whether the category is growing or shrinking, how crowded it is, and whether the store has a reason to be chosen.
Why it matters: even a well-run store loses value if the market moves away from it.

- **Verified:** Search interest in dog harnesses has been flat-to-growing for three years (Google Trends and Ahrefs keyword volumes, Nov 24, 2026).
- **Inference:** The category is crowded, and the same factory's harness sells on Amazon under two other names at $22–$26 against Brightpaw's $44. The price difference is the brand, the photos and the reviews.
- **Verified:** Branded searches are growing (area 3), and the repeat rate is 27%.

What this means: the market is fine. The question is whether the brand premium survives a new owner and a competitor's cheaper identical product, which is why the trademark and the reviews matter so much here.

8. Does the price make sense? — Elevated risk

What we check: what the price implies, how it compares with recent sales of similar stores, and what happens to it if income falls.
Why it matters: it tells you how long it would take to earn your money back, and how that changes if things get worse.

The price, measured against different profit figures:

Profit figure (per year)	Amount	Price equals…
Listing (best 4 months, times 3)	$70,800	2.1 years
Last 12 months, from the evidence	$52,500	2.8 years
Today's pace (last 6 months × 2)	**$38,000**	**3.9 years**

Recent sales of similar stores *(fictional examples for this sample; a real report names each sale's source and date):*

Similar store	Sold	Price	Years of profit	Notes
Dog accessories brand, Shopify + Amazon, 4 years old	Oct 2026	$118,000	2.4	Registered trademark, two suppliers
Cat furniture brand, Shopify only, 3 years old	Aug 2026	$96,000	2.0	One supplier, falling ad efficiency
Pet supplement brand, Amazon-first, 2 years old	Jun 2026	$205,000	3.1	Brand registry, 41% repeat rate
Leash and collar store, dropship model, 3 years old	Apr 2026	$41,000	1.6	No stock, no brand

- **Reading:** stores with one supplier and no trademark sold for about 2.0–2.4 years of profit. On evidence-based earnings, this listing asks 2.8 years; on today's pace, 3.9.
- **If income falls further:** if the cost per order stays at $21 and Amazon is lost for a month, owner earnings fall toward about $28,000 a year. The price would then equal about 5.3 years of profit.

What this means: the price reflects the store's best winter. On full-year numbers it's above what similar single-supplier stores have sold for, and the inventory is priced separately on top.

9. Who is the seller? — Low risk *(depth of check: full, because the seller is US-based and public records are searchable)*

What we check: who you're buying from, using public records and public posts only. We look at business-relevant signals only, and always say when we're not certain.
Why it matters: you rely on the seller's honesty and help during the handover. Their past sales and public statements help you judge how much to check yourself.

- **Verified:** Brightpaw Supply LLC is registered in Texas, formed March 2023, in good standing (Secretary of State search, Nov 24, 2026). The registered agent's name matches the marketplace profile.
- **Verified:** No bankruptcy filings, court judgments or federal cases found for the company or the owner (county, state and federal searches, Nov 24, 2026).
- **Verified:** The seller's marketplace account has one completed sale, a candle store in 2023, with a positive buyer review.
- **Public posts:** The owner's LinkedIn says they took a full-time job in June 2026, which fits the ad-spend cut and the "less time" reason for selling better than "seasonality" does.
- **Verified:** No regulatory actions found against the brand (FTC and state attorney-general searches, Nov 24, 2026).

What this means: we found no legal or financial trouble, and the seller's public story is a credible reason to sell. The listing's explanation for the dip is the part that doesn't fit.

From sales to owner earnings, step by step (per year)

Why this matters: the price is based on what the store earns its owner in a year. The listing says **$70,800**. The evidence supports **$52,500**. This table shows, line by line, where the difference comes from.

How to read it: start at the top with a year of sales, take off each cost, and you reach the owner's earnings at the bottom. "Listing" is the figure the seller uses; "Evidence" is what the documents support. A dash (—) means the line is the same on both sides.

#	Step	Listing	Evidence	Difference	Why it's different
1	Sales in a year (Shopify + Amazon)	$468,000	$412,000	−$56,000	The listing takes the best 4 months (Nov–Feb) and multiplies by 3. We use the actual last 12 months of payouts and settlements. *Verified.*
2	Minus cost of goods and inbound freight	−$182,500	−$160,700	+$21,800	Lower because sales are lower; the rate is 39% on the invoices vs the listing's 38%. *Verified (trading-company invoices).*
3	Minus ad spend (Meta, Google, Amazon ads)	−$118,000	−$104,000	+$14,000	Actual 12-month spend. The listing scales the winter spend. *Verified (ad exports).*
4	Minus Shopify, apps, payment fees, 3PL, outbound shipping	−$96,700	−$78,000	+$18,700	Actual invoices; 9 of 12 months seen. *Verified / Seller-claimed for 3 months.*
5	Minus refunds and chargebacks	$0	−$9,600	−$9,600	Missing from the seller's spreadsheet; the payout reports are already net of them. *Red flag.*
6	Minus the customer-service contractor ($600 a month)	$0	−$7,200	−$7,200	The listing calls it "optional." Someone has to answer the Amazon messages within 24 hours. *Red flag.*
7	Owner's pay	not subtracted	not subtracted	—	The seller takes no pay. If they did, it would be added back, because owner earnings is the money that's there to pay *you*.
8	Loan interest	none	none	—	The store has no loan. If it did, the interest would be left out here and the loan dealt with at closing.
=	**Owner earnings per year**	**$70,800**	**$52,500**	**−$18,300**	**About $4,375 a month, not $5,900**

In short: the listing's year is three winters in a row. The actual year is lower on every line, and two real costs are missing: refunds (−$9,600) and the contractor (−$7,200).

Today's pace: the last six months (May–October 2026) earned about $19,000, so a year at today's pace is about **$38,000**. The difference from $52,500 is the ad-spend cut and the higher cost per order.

Who gets paid in the table above: everyone who works on the store is subtracted as a cost (here, the contractor and the 3PL). Only the owner's own pay is left in, because owner earnings is what's there to pay you. The seller says they spend about 12 hours a week on ads, supplier orders and product pages. If you'd rather not do that work yourself, you'd pay someone out of this amount.

What you would inherit (kept separate from earnings):

Debts, open bills and stock aren't a yearly cost, so they're not in the table. They're settled when the sale happens: usually the seller pays debts off at closing, or the price goes down by the amount you take on. For this store:

What	Amount	Label
Inventory at the 3PL (sold separately, "at cost")	2,140 units; seller says $18,000 at cost; 38% of units are a discontinued colorway	*Seller-claimed; no count seen*
Deposit paid to the factory on the next order	$6,200 (50% of a December order), transfers to you	*Seller-claimed*
Loans or merchant cash advances	none	*Seller-claimed*
Bills not yet paid (3PL, contractor, apps)	the current month, about $7,000	*Seller-claimed*
Gift cards and store credit outstanding	$1,140	*Verified (Shopify report)*
Amazon reserve held back by Amazon	$3,900 at the last settlement, released on the normal cycle	*Verified (settlement report)*
Refunds and chargebacks still open	not shown	*Unknown*

Ask for a dated count of the stock by SKU, a list of everything owed on the closing date, and agree in writing who pays each one.

The Question Sheet (send these to the seller before your next call)

Ordered by what would change the deal most. Clear answers to Questions 1–6 would move this report the most.

1. Please send a dated inventory count by SKU from the 3PL, with the cost of each SKU and which SKUs are discontinued.
2. Please export the Shopify analytics (sessions by source) and Google Analytics for 24 months, so we can compare them with our independent estimate.
3. Walk me through the July 2026 ad-spend cut. Why was it made, and what happened to the cost per order and to orders?
4. Please send the Amazon appeal file for the June 2026 suspension and a screenshot of today's account-health page.
5. Please recalculate profit using the last 12 months of payouts and settlements, including refunds and the customer-service contractor. Do you stand by $5,900 a month?
6. Please send the trading company's quotes for the last three orders and confirm, in writing from the factory, that prices and terms continue for a new owner.
7. Are there any other brands selling the same harness from the same factory, and does the factory offer exclusivity at any volume?
8. Please export the full review list from the Shopify review app and the Amazon listing, with dates.
9. Have you filed for a trademark on "Brightpaw"? Are you aware of the "BRIGHT PAWS" application filed in August 2026?
10. In which states does the store collect sales tax, and has anyone reviewed where it should?
11. Has any product been tested by a lab (hardware, dyes, "vet-approved" claim)? Please send the reports or confirm there are none.
12. Will the Meta Business Manager, ad account and pixel be transferred to the buyer, with their history?
13. The customer-service contractor: hours, cost, what they handle, and will they stay after the sale?
14. What is the 3PL agreement, and has the 3PL agreed in writing to assign it?
15. Why are you selling now, and how much time does the store take you each week?

What's left if sales keep falling (rough estimate)

If the store kept losing orders, what could its parts still be worth? These are rough estimates, with the reasoning shown.

Part	Rough value	How we estimated it
Inventory (2,140 units)	$7,000–$12,000	Current SKUs near cost; the discontinued colorway at 30–40% of cost
Brand name, domain, Shopify store with 1,240 reviews	$8,000–$20,000	What a buyer pays for a 3-year-old pet brand with reviews but no trademark
Amazon listing with 410 reviews	$3,000–$8,000	Depends on the brand registry, which depends on a trademark
Email list (14,000) and Meta pixel history	$2,000–$6,000	The September campaign shows the list still buys; the pixel shortens a new owner's learning period
Product photos, logo, content	$2,000–$4,000	Cost to commission again
Total	**about $22,000–$50,000**	**about 13–30% of the $148,000 price (before the separate inventory payment)**

What this means: if orders kept falling, most of the price (roughly 70–87%) would depend on the brand continuing to sell at a premium over the factory's identical product. That's why buyers of single-supplier brands often hold back part of the price or tie it to the first 90 days of sales.

Points you could raise on price (for information)

Findings you may choose to bring up. We don't negotiate for you or structure deals.

- Full-year owner earnings vs the listed figure (2.8 vs 2.1 years of profit), and today's pace (3.9 years): the central price conversation.
- The ad-spend cut explains the dip better than seasonality does, which supports pricing on today's numbers, not last winter's.
- Refunds and the contractor belong in the profit figure, and they reduce owner earnings directly.
- Inventory should be paid for by count and condition, not at a stated cost, with discontinued units priced down.
- The trademark filing, the competing August application and the product-claim cleanup are known costs after the sale.
- Structures buyers often use in cases like this: price based on full-year or current-pace profit; part of the price held back until the Amazon account, the ad account and the factory terms have transferred; or part paid only if sales hold up for 90 days (an "earn-out"). *(Ask your lawyer to set these up; we don't structure deals.)*

Your next step (one page)

How the findings point to three paths. This isn't a recommendation; the decision is yours.

Reasons to walk away, if any of these still hold after you ask:

- The seller can't or won't provide a dated stock count or the Amazon appeal file (Q1, Q4).
- The factory won't confirm terms for a new owner, or the same harness is being sold cheaper under other brands with no plan to differentiate (Q6, Q7).
- The "BRIGHT PAWS" application blocks a Brightpaw trademark, and the seller has no plan for the name (Q9).

Points to negotiate, already backed by this report:

- Price on full-year owner earnings of about $52,500, or on today's pace, not the best four months.
- Pay for inventory by count, with discontinued units priced at what they'll fetch.
- Hold back part of the price until the Amazon account, the Meta assets and the factory terms have transferred.
- Deduct the cost of the trademark filing and the product-claim cleanup.

Questions that need an expert:

What needs checking	Who can check it
The name, the competing application, and the product claims	**An intellectual-property lawyer**
Sales-tax exposure across 41 states	**A sales-tax accountant**
Hardware and dye safety, if you want the "vet-approved" claim to survive	**A product-testing lab**
A deeper check on who the seller is	**A licensed background-check company**, if you want one. We don't compile criminal records.
A full accounting review	Usually not needed at this size, once you have 12 months of payouts, settlements and supplier invoices

Handover and payment safety checklist (online store)

Before any money moves:

- Payout reports (Shopify) and settlement reports (Amazon) for all 12 months.
- A dated inventory count by SKU, signed by the 3PL.

- The Amazon appeal file and today's account-health page.
- Written confirmation from the factory and the 3PL that terms continue for the new owner.
- A list of what's included: domain, Shopify store, Amazon account, Meta assets, email list, photos, logo, social accounts, supplier contacts.

Paying safely:

- Use the marketplace's escrow. Never send money straight to the seller.
- Pay for inventory separately, after the count, and only for sellable units.
- A common setup: most of the price is paid at handover, and part is held back for 30–90 days until the accounts have transferred and sales prove stable. *(Your lawyer drafts this.)*

Handover order:

1. You pay into escrow.
2. The domain is unlocked and moved to your registrar account.
3. Shopify store ownership is transferred to you, and the payment account is switched to your bank.
4. The Meta Business Manager assets (ad account, pixel, page) are transferred to yours.
5. The Amazon seller account is transferred; expect Amazon's review of the new owner to take 2–4 weeks.
6. The 3PL agreement is assigned to you and the stock count is confirmed.
7. The factory and trading company are introduced, and the open order and deposit are assigned.
8. The email list and review-app account move to you, with records of subscriber consent.
9. The contractor is handed over, with the customer-service templates.
10. Escrow's inspection period ends, and the money is released to the seller.

For 90 days after the handover:

- Check every week: orders by channel, cost per order, refund rate, Amazon account health, 3PL stock levels.
- Confirm the first Shopify payouts and Amazon settlements land in your bank account.
- File the trademark application in the first week.

Scope & limits

We analyzed materials the buyer provided, plus public sources and independent data tools, Nov 22–24, 2026. We didn't access the seller's systems, review tax returns or check bank records. Findings marked Seller-claimed or Unknown are exactly that. **This report is independent informational analysis. It is not investment, financial, legal or tax advice, and we make no recommendation to buy or not buy.** The decision is yours; for legal or tax questions, use licensed professionals.

Analyst sign-off: [Analyst name] · VetThatDeal · vetthatdeal.com · Report ID SAMPLE-001

SAMPLE REPORT — FICTIONAL DEAL. All names, numbers and events above are invented to show what a real Deal Scan contains.