

PHANTOM ASSETS

(Intangible Assets)

Local Economy	Advertising Campaigns
Industry Ratio's	Advertising Materials
Custom-Built Factory	Backlog
Management	Computer Databases
Loyal Customer Base	Computer Designs
Supplier List	Contracts
Reputation	Copyrights
Delivery Systems	Credit Files
Location	Distributorship
Experienced Design Staff	Engineering Drawings
Growing Industry	Favorable Financing
Recession Resistant Industry	Franchises
Low Employee Turnover	Government Programs
Skilled Employees	Know-How
Trade Secrets	Training Procedures
Licenses	Proprietary Designs
Mailing List	Systems and Procedures
Royalty Agreements	Trademarks
Tooling	Employee Manual
Technologically Advanced Equipment	Location

Name Recognition	Years in Business
Credit Rating	Public Relations
Customer Lists	Processes
Key Employees	Knowledge in General
Reputation	Patents
Pricing	Technical Skills
Industry Reputation	Proprietary Software
Market Share	Source of Receiving Income
Under Value Real Estate	Excess Capacity
Vendor Relations	Logo
Political Connections	Geographic Area
Where Located Ability to FedEx	Licenses
Internet Domain Name	Good Labor Relations
Over Funded Pension Plan	Leased Assets
Inventory off Balance Sheet	Testimonials from Public
Growth Industry	Full Depreciated Assets
Telephone Number	Marketing Ability
Awards/Recognition	Certifications
Life Style	Niche
Lack of Union	Royalty Gains
Future Earnings	Current Earnings
Past Earnings	Minority Owned
Clean Environmental	Barriers to Entry