



## IM Credibility Checklist

*Use this before you send anything to a lender, investor or funder*

Tick this off ruthlessly. This is where weak IMs get exposed.

### Clarity

- Someone could understand the deal in under 3 minutes
- The strategy is stated in one sentence
- The value-add is obvious
- The exit is clear
- The timeline makes sense

### Commercial Logic

- The deal explains where the profit comes from
- The numbers reconcile with the feasibility
- The contingency is realistic
- The end value is not just hopeful
- The margin / RoC is commercially sensible

### Credibility

- The borrower / team section sounds capable and grounded
- There is evidence of who is executing the project
- The wording is professional and not hypey

- You have not used 'guaranteed', 'massive upside', or other clown language
- The IM reads like an operator, not a promoter

## **Evidence**

- Comparable sales are genuinely comparable
- Market commentary actually supports the strategy
- Photos / plans / appraisals / quotes are attached where relevant
- The appendix backs up the story

## **Risk**

- The key risks are named directly
- Each major risk has a mitigation
- There is a fallback exit or downside plan
- The IM does not pretend the deal is risk-free

## **Presentation**

- Formatting is clean and consistent
- No spelling / name / number errors
- Tables are readable
- Images are relevant and not pixelated
- Nothing important is buried in walls of text

## **Final Test**

If you were lending your own money, would this IM make you feel calmer or more nervous?