



Promise of Confidentiality

Rogerson Business Services (Broker) understands the delicate nature of selling your medical business. While some Sellers are quite open about their intent to sell, others are very concerned about confidentiality. Accordingly, the undersigned acknowledges that Broker will keep confidential the Seller's intent to sell, and all proprietary data ("Confidential Information") relating to the business affairs and operations of a medical practice.

It is acknowledged by Broker that information to be furnished by Seller is in all respects confidential in nature, other than information which is in the public domain through other means and that any disclosure or use of same by Broker, except as provided in this agreement, may cause harm or damage to the medical practice and its owners and officers. Therefore, Broker agrees not to use the information furnished for any purpose other than

- Evaluating the practice's fair market value.
- Obtaining funding pre-approval for the practice from a lender.
- Determining marketing and advertising strategies.
- Providing consultation to Seller.
- Preparing and disseminating materials (including advertising) to prospective buyers pursuant to a signed listing agreement with Seller.

Broker acknowledges that Seller's staff, employees, and clients may not be aware of Seller's intent to sell the medical practice; therefore, Broker agrees to use reasonable discretion and care in communications so as not to unduly disclose Seller's intent to sell or Seller's Confidential Information.

Broker acknowledges the identity of the Sellers, the identity of the practice, the location of the practice, and financial information is confidential. Broker will take reasonable and customary efforts not to either directly or indirectly disclose this information, either in whole or in part, to any third party; provided, however that information furnished may be disclosed only to

- Employees, agents of Broker and to Broker's advisors or their representatives who need such information for the purpose of evaluating any possible transaction (it being understood that those, employees, advisors and representatives shall be informed by Broker of the confidential nature of such information and shall be directed by Broker to treat such information confidentially), and
- Subsequent to a signed listing agreement, Broker may disclose Confidential Information to prospective buyers for the purpose of evaluating any possible transaction (it being understood that prospective buyers shall be informed by Broker of the confidential nature of such information and shall be directed by Broker to treat such information confidentially).

A handwritten signature in blue ink that reads "Andrew Rogerson".

Andrew Rogerson
Rogerson Business Services

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