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| ***Company #1:***       |  |  |  | ***Company #2:***      |  |  |  |
| **Pros**  | ***Rating*** | **Cons** | ***Rating*** | **Pros** | ***Rating*** | **Cons** | ***Rating*** |
|       |  |       |  |       |  |       |  |
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| **Total of Pros =** |       | **Total of Cons =** |       | **Total of Pros =** |       | **Total of Cons =** |     |
| **(Pros Total) – (Cons Total) =** |       |  |       | **(Pros Total) – (Cons Total) =** |       |  |       |