



MAXIMISING THE VALUE OF YOUR BUSINESS



**SPECIALIST BUSINESS BROKERS FOR THE UK'S
LEISURE AND LICENSED SECTORS**

**INTRODUCING OUR
ENHANCED CORPORATE
SALES PROCESS**

CONTENTS

WORKING WITH A BUSINESS BROKER	1
THE RIGHT BUYER, THE RIGHT PRICE, THE RIGHT TIME	1
HOW WE WORK	3
PREPARING FOR A SUCCESSFUL SALE	4
UNDERSTANDING WHAT YOU WANT	4
RESEARCH	5
FINDING THE PERFECT OPPORTUNITY	5
APPRAISING YOUR BUSINESS	5
IMPLEMENTING THE STRATEGY	7
MARKETING YOUR BUSINESS	7
MAXIMISING YOUR BUYER REACH	7
YOUR MARKETING COLLATERAL	8
NEGOTIATION	9
NEGOTIATING THE BEST DEAL	10
SELECTION OF PREFERRED BIDDER	10
WORKING WITH YOU TO SUCCESSFULLY COMPLETE YOUR SALE	10
CONGRATULATIONS ON THE COMPLETION OF YOUR SALE!	10

WORKING WITH A BUSINESS BROKER

The Right Buyer. The Right Price. The Right Time.

At Bruce & Co, we offer a professional and stress-free service that handles what is often the most difficult part of selling your business; finding the right buyer at the right price.

We recognise that the sale of your business is one of the most important transactions that you can ever undertake. We understand that this is a process that needs to be done with the utmost consideration and execution, to get the best value for your assets. We ensure that the process is completed with minimal disruption to your employees, customers and family.

We possess a deep understanding of the processes involved in selling businesses and our reach extends across the UK and international markets. Our market expertise, dedicated approach and unique personal focus are what set us apart from the rest.

A photograph of a golf club head resting on a lush green golf course. The club head is in the foreground, slightly to the left, and is out of focus. The background shows a vast green field stretching towards a line of trees under a clear blue sky. The overall scene is bright and serene.

**THE SALE OF YOUR BUSINESS IS PROBABLY
THE MOST IMPORTANT TRANSACTION IN
WHICH YOU WILL EVER BE INVOLVED**

WORKING WITH A BUSINESS BROKER

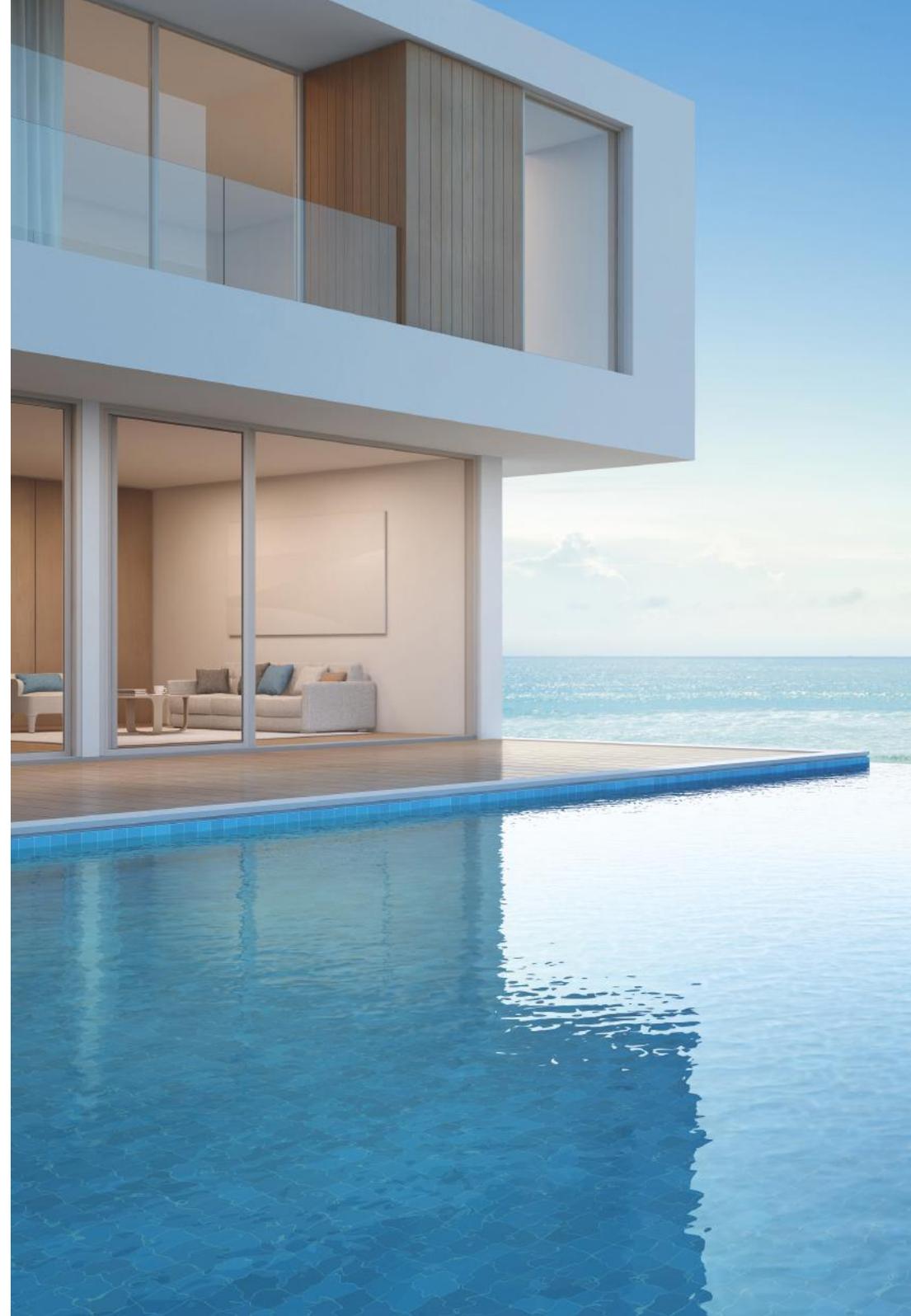
How We Work

We understand that no two businesses are ever the same. Every business is unique and this understanding forms a core part of our initial approach. That is why we make sure that we take the time to get to know you, your business and your objectives. As part of this process, one of our Associate Directors will discuss options available, and what Bruce & Co can do for you.

We maintain close relationships with buyers from across the globe, which allows us to track; the current economic climate, market trends, who the buyers are, what they are looking for and ultimately what they will pay for businesses on the market.

We have a team of pro-active experts who focus on making deals happen, by targeting the right buyers and marketing the strengths of your business. You will be assigned your own personal, dedicated expert at our head office who will keep you updated at every stage of the process.

OUR TRIED AND TESTED CORPORATE SALES PROCESS IS DESIGNED TO DELIVER THE OPTIMUM SALE PRICE FOR YOUR BUSINESS, BY CREATING A COMPETITIVE BIDDING SCENARIO



PREPARING FOR A SUCCESSFUL SALE

Understanding What You Want

At Bruce & Co, we make sure that we spend time understanding your business, and ultimately what you want to achieve. The value, time-scales and future of the business you have worked so hard to build.

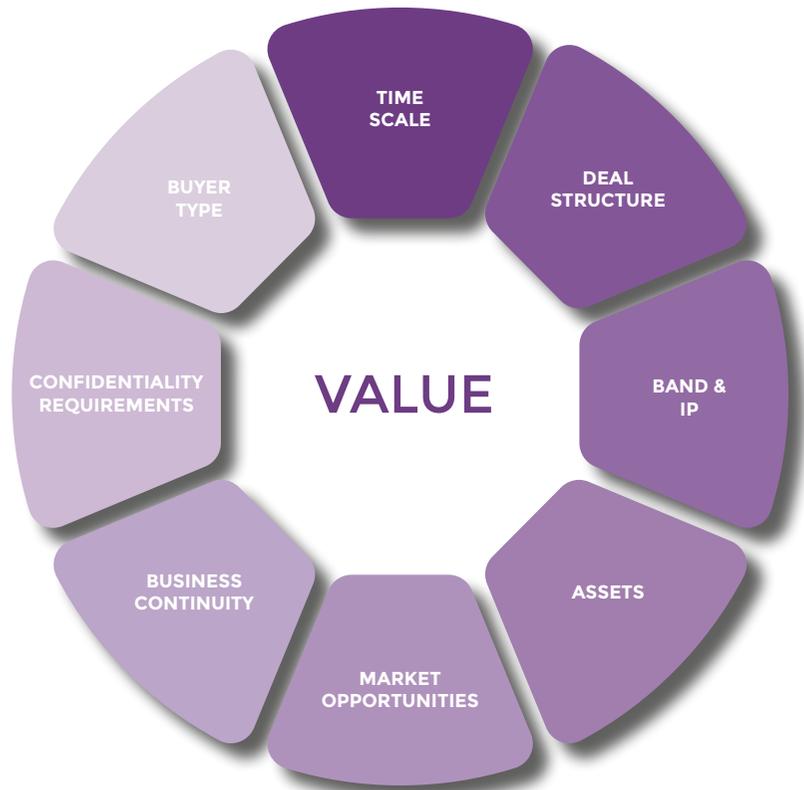
Together we will discuss:

- Your business, business assets and strengths, unique selling points, potential opportunities and any other areas of value that your business has
- Your brand, reputation and intellectual property
- Your preferred sale strategy, including; any confidentiality requirements, deal structures and your preferred buyer types

We will work alongside you to ensure that you are aware of the current market trends in your specific sector and give you an honest appraisal of your business. We will also offer our genuine advice as to how we can best maximise the value of your business, to specific types of prospective buyers.

RESEARCH

Once we have outlined the type of offer and buyer you are looking for, we then undertake a detailed market analysis to identify any similar trends in buyer activity. We then profile buyers who have shown, a significant interest in similar and complimentary industries or companies for whom your business would represent the perfect opportunity.



Finding the Perfect Opportunity

Through our experience, we know that there are many external factors which serve to increase the value of your business to potential acquirers, such as:

- Buyers looking to mitigate risk by expanding into new markets
- Buyers looking to maximise efficiencies through economies of scale or greater supply chain control
- The timing of your sale; companies that are trading well whilst still showing room for growth are more attractive to potential investors

- Sector growth and capacity
- Customer mix; a business with customers in a growing market or one that occupies a pivotal role in supply chains can often increase the value of the sale

Our team of experts will ensure they use their skills and experience to look beyond the balance sheet to identify the best value drivers for your business.

Appraising your Business

Once we have completed an external market analysis, we can begin the process of accurately appraising the potential value of your business. We do this by looking at; performance, characteristics, assets and trading positions alongside the external opportunities mentioned earlier. We consider various factors during the appraisal process, including:

- Performance earnings
- Trends
- Balance sheet strength
- Assets
- Brand and other intellectual property
- Customer base
- Experience of management and staff



**WE HAVE THE EXPERIENCE
AND THE STRATEGIES REQUIRED
TO OPTIMISE OFFERS AND
CREATE COMPETITIVE BIDDING**

IMPLEMENTING THE STRATEGY

Marketing Your Business

Based on our in-depth research and prior conversations, we will be able to present a clear and accurate picture of your businesses strengths and values. Based on this, we will formulate a proposal for your bespoke 'Marketing Plan'.

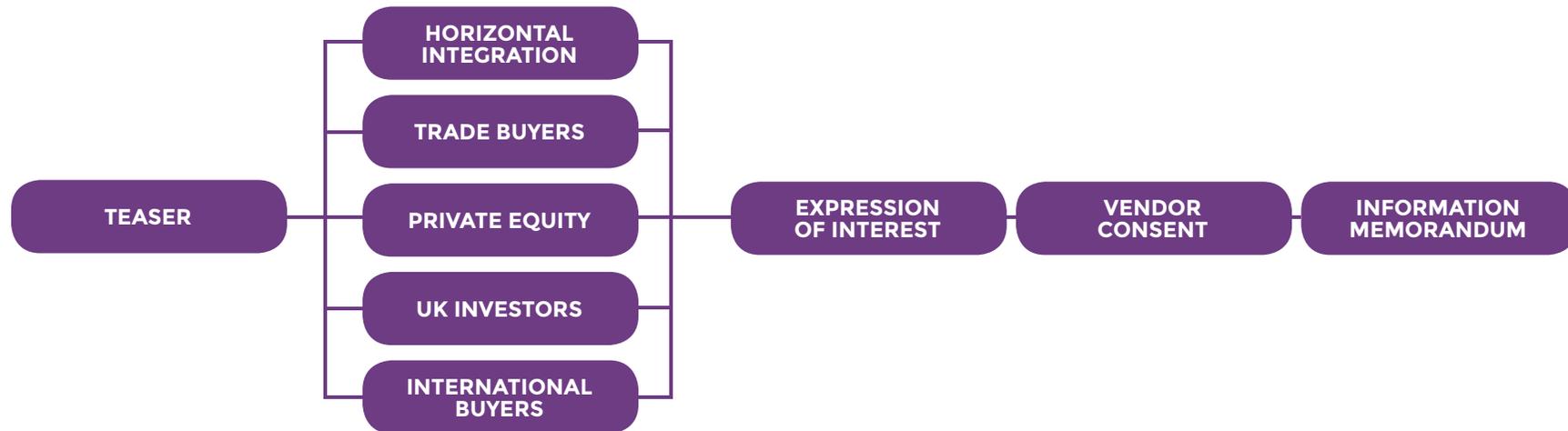
We start by producing a 'Teaser' summary of the most attractive and valuable aspects of your business. The purpose of the 'Teaser' is to solicit initial interest from potential buyers that are looking for businesses that are similar to yours. Rest assured that if you advise us that your sale must remain confidential, we will ensure that nothing on this document can be used to identify your business.

Maximising Buyer Reach

Our in-house team will use our buyer profiling techniques to target prospective buyers that are active in your sector, or operating in a similar industry. Identified targets will receive the 'Teaser' document that will be distributed by secure and private email.

The recipients of this will be comprised of:

- Registered buyers on our own database
- Active acquirers pursuing buying strategies
- Private equity investors
- Management buy-ins
- Overseas investors



Your Marketing Collateral

We prepare bespoke marketing material that is specifically tailored to highlight the strengths of your business to interested parties.

One of our most important marketing strategies is the production of an Information Memorandum. This is a detailed write-up of your business that allows potential buyers to make an informed decision, without having to constantly arrange multiple meetings. This is a professional marketing document produced by an experienced team of qualified professionals to emphasise; the strengths, opportunities and unique selling points of your business to prospective buyers.

Throughout this Information Memorandum process, we will work closely with you to ensure that the Information Memorandum is produced to your specification. As part of this service we offer; professional photography of your business, professional copywriting and a unique custom design. All of this comes together to create a highly prestigious document that gives a fantastic first impression, as well as an intricate level of detail to potential buyers.

The Information Memorandum will include:

- An overview of your business
- A summary of key strengths and opportunities
- Key financials
- Key milestones
- Staff structure
- Details of the surrounding area and infrastructure
- Market and competitor analysis
- Testimonials

In addition to the Information Memorandum, our marketing strategy will also provide you with*:

- Placement on industry-leading business sales websites such as **businessbuyers.co.uk** and **zoopla.co.uk**, subject to confidentiality
- Advertising within sector-specific publications where relevant (including print and digital formats)
- Email campaigns
- Social media advertising

Our marketing strategy has been developed to maximise market penetration, whilst ensuring that your business remains confidential until any interested parties have signed a nondisclosure agreement.

* Unless you instruct our off market sale service.

NEGOTIATION

At this stage of the process, it is highly likely that we will have multiple interested parties for your business, which is why reinforcing our constant communication with you will be of utmost importance. Your dedicated expert will ensure that they contact you on a regular basis, answering your queries and updating you on the sales progress

“I was impressed with the service received from Bruce & Co.”

“I was kept updated regularly on my sale and I will not hesitate to recommend to my friends & family.”

Mrs Jarvis



NEGOTIATION

Negotiating the Best Deal

Any interest, feedback or offers made to us from interested parties will be relayed to you. If an interested party wishes to make an offer, we will discuss the specific details of the offer with you and negotiate on your behalf. With over 40 years of experience, we have refined our negotiating strategies allowing us to create competitive bidding scenarios, that ensure you receive the best possible offer for your business.

Selection of Preferred Bidder

As a result of our extensive reach with buyers across the globe, it is likely that a competitive situation will arise, where there are multiple interested parties who have made offers for your business. In this situation, you can rely on our expertise to outline the strengths and weaknesses of each buyer and understand how they fit your expectations.

Working with you to Successfully Complete your Sale

Once you have chosen a preferred buyer, we seek to agree "Heads of Terms". This forms the beginning of the process in which yourself and the buyer instruct your respective solicitors to undertake the required legal, financial and commercial work to complete the sale.

We will continue to support you by working with you to establish a completion timetable, which will identify key actions that need to be finalised for the deal to be completed successfully. Your dedicated expert will work with you to ensure that your timescales are met, and be on hand to assist with any queries you may have.

CONGRATULATIONS YOU HAVE COMPLETED YOUR SALE!

Contact us to find out more about our complete business brokering service.

Call - 0844 248 8286

Email - Robert.Yates@bruceandco.co.uk

Or visit the UK's fastest growing business broker website

www.bruceandco.co.uk

Follow us on:



Bruce_Co



Bruce & Co

BRUCE & CO.

Bruce & Co. Specialist business brokers for the UK's leisure and licensed sectors



SPECIALIST BUSINESS BROKERS FOR THE UK'S LEISURE AND LICENSED SECTORS

