

# CASE STUDIES

## CHALLENGES AND SOLUTIONS

### **Brokerage:**

Retained sales

### **Sectors:**

Facilities  
Management  
[Fire & Security  
monitoring]

### **Challenge:**

Lack of access to  
buyers in the market  
who offered a  
best fit

### **Outcome:**

Sale of fire and  
security detection/  
monitoring business  
to a PE group

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We were retained by our client, who had built his business over a period of 12 years, in order to discreetly sell his business.

From our initial meeting we established his key reasons for selling and agreed a short-term plan so that he could maximise his exit position and also remain engaged in the business for a defined period of time.

Through working with vendor for 12 months we maximised his exit by building his cash reserve and maximising business efficiencies, whilst ensuring the business was ready to be sold and that he could exit the group in a planned way, with no negative impact on the operations or a potential buyer.

This allowed us to put in place an outline Information Memorandum (IM) giving potential buyers sufficient key facts to determine their desire to take matters further and remain involved to complete a purchase.

After narrowing down a short list of over 100 target buyers, we enabled our client to negotiate in-depth with two parties (a trade buyer and a PE group), before finally reaching a deal with the PE group.