



# SELLING A BUSINESS

**Jerroms**  
CORPORATE FINANCE



# WHY USE A SELLSIDE BUSINESS ADVISER?

Selling a business can be a complicated process and not one you should consider without taking professional help and advice.

The first (and most important) step is ensuring you have the right team of advisers on side to ensure you not only get the best possible terms for your sale but to also support you through every step of the sale process.





# HELPING YOU TO DEVELOP A CLEAR PLAN & PUT IT INTO ACTION

As a business owner, the decision to sell your business is probably the biggest decision you will ever make.

There are several reasons you may have come to that decision. It could be that you are about to retire, sell to a larger corporation to assist in its growth or sell to your management team. Whatever the specific reasons, selling your business can be a difficult, complicated and emotional experience, especially if you're not properly prepared.





# PLANNING & IMPLEMENTING YOUR EXIT STRATEGY



When considering selling a business, no matter how large or small, achieving the best possible terms is your primary concern.

There are many things to consider, including:

- How and when to sell
- Optimising the value of the business
- Identifying and screening targets for suitability
- Engaging the potential buyers
- Getting the Heads of Terms right
- Managing the sale/due diligence process
- Implementing Tax planning measures
- Emotional/Technical/Project Management Support





# PHASE 1

## PLANNING



Understand vendors  
objectives

Research (potential  
buyers/comparable  
transactions)

Agree valuation/deal  
structure  
expectations

Agree target  
buyers list

Strategy Review  
(risks,  
opportunities,  
tax and other  
considerations)



# VALUATIONS



Business owners are unlikely to contemplate a sale without first having obtained an estimated valuation but it is also important to understand the metrics that drive that valuation.

If the valuation is driven by the fixed assets of the business then making sure that those assets are well maintained, secured and insured is an important consideration. If the valuation is driven by the people assets of the business then making sure that those people are happy, properly rewarded and fully engaged in the process will aid the outcome.

If the valuation is driven by the business underlying earnings or its annuity income streams, then focusing upon maximising those drivers will yield the best outcome.





Jerroms Corporate Finance can provide an expert, independent and objective valuation report. The value of a business can be driven by a variety of factors and often fits within a spectrum or range of possible values. Each valuation project is unique but will commonly take into consideration more than one valuation methodology.

Reports often consider a spectrum of values based upon the public market valuation of similar entities, the value of recent similar sector transactions (sales/purchases), asset values, earnings values, annuity/repeat income multiples and a variety of other tried and tested valuation techniques.



# INTELLECTUAL PROPERTY & INTANGIBLES



The valuation of intellectual property has assumed far greater relevance in recent years. Jerroms Corporate Finance has acquired considerable valuation expertise in this field, specifically in:

- Copyright and Design Rights
- Trademarks
- Patents
- Registered Designs
- Film Rights
- Brands
- Royalties Receivable
- Licensing and Royalty Agreements
- Subscription and Service Contracts
- Franchises
- E-Commerce Businesses
- Computer Software
- Programme Libraries
- Back Catalogues





# PHASE 2

## ENGAGEMENT WITH POTENTIAL BUYERS



Initiate sale mandate process

Agree value drivers and customised sales process

Prepare selling package (taster letters, confidentiality agreement and information memorandum)

Select and contact prospective buyers

Solicit letters of intent and then evaluate





# PHASE 3

## GETTING THE TERMS RIGHT



Agree short list



Meetings with  
management



Preliminary  
negotiations and  
structuring (manage  
auction process)



Evaluate and secure  
details on offer terms



Select preferred  
buyer and agree  
heads of terms





# PHASE 4

## MANAGING THE PROCESS



Agree completion  
process (timetable)

Site visit

Due diligence (scope  
and timetable)

Project management

Share Purchase  
Agreement (SPA)

Asset Purchase  
Agreement (APA)

Close (cash in  
bank)



# DUE DILIGENCE



Due diligence is an important factor in the successful sale of a business. It provides an independent assessment which can answer potential questions and reassure prospective buyers. These reviews can help to establish a fair sale price and identify risks early in the process.

Our due diligence reports aim to:

- Provide the vendor with a tool to further the selling process
- Enable the vendor to address potential concerns before purchasers are involved
- Ensure that potentially sensitive information is dealt with objectively

Our due diligence experts are well versed in preparing these reports. We understand issues from the vendor's perspective but are also able to advise on what prospective buyers will be looking for.

# TAX PLANNING

The sale of a company almost always gives rise to some form of potential capital gains tax liability. We work closely with our team of experts at Jerroms Miller Tax Specialists to help you fully understand and optimise the tax on the sale of a business and how you can maximise financial value when sealing the deal.

We offer help and advice on the following:

- Annual Exemptions and their optimum use
- CGT tax planning and the engagement of spouses
- CGT tax planning and pension contributions
- Loss Relief(s)
- CGT Deferrals
- Venture Capital Trusts (VCT)
- Entrepreneurs Relief (ER)
- Enterprise Investment Scheme (EIS)
- Seed Enterprise Investment Scheme (SEIS)





# TOP TIPS:

To help prepare you more fully, here are some tips to guide you through the process

## GET THE RIGHT HELP

This is the first and absolutely the most important step. Having the right team of accountants, solicitors and advisers on your side, working with you to make sure you get the best possible terms for your sale, always makes a huge difference to the successful completion of your transaction. The first thing we do is to review your corporate strategy with you, make absolutely sure that disposal is the correct decision, the corporate structure is optimised to secure the best value and to mitigate tax and then we project manage the whole process for you, from valuation and due diligence through to completion.

## UNDERSTAND THE DRIVERS OF VALUE

Business owners are most unlikely to contemplate a sale without first having obtained an estimated valuation but it is also important to understand the metrics that drive that valuation. If the valuation is driven by the fixed assets of the business then making sure that those assets are well maintained, secured and insured is an important consideration. If the valuation is driven by the people assets of the business then making sure that those people are happy, properly rewarded and fully engaged in the process will aid the outcome. If the valuation is driven by the business underlying earnings or its annuity income streams then focussing upon maximising those drivers will yield the best outcome.

## REACHING OUT TO ALL POTENTIAL PURCHASERS

It may be a cliché but you will only sell your business once and to ensure that the best exit outcome is achieved it is important to research all the appropriate and potential buyers. Jerroms Corporate Finance will help you identify and assess prospective purchasers including those that may be located overseas. As a member of the Russell Bedford global network of partners we have access to 700 Partners, 6500 staff, 350 offices spread across 100 countries Worldwide. If the ideal buyer of your business is based anywhere from Algeria to Zimbabwe; we will find them.

## CONFIDENTIALITY

For any number of reasons it is imperative that discussions on a possible sale are conducted under the veil of an appropriate cloak of confidentiality. Jerroms Corporate Finance has the experience of many years and a great many transactions in dealing with this issue. Potential buyers will not even know for sure that it is your business that they are considering until a full confidentiality agreement is in place and information shared with a potential buyer is carefully anonymised or redacted until the very last stages of the transaction process.

# TOP TIPS:

## MAKE TIME FOR PURCHASER ENQUIRIES

Having found a potential buyer, gained their attention and outline terms have been agreed the prospective buyer will want to undertake further detailed due diligence. Reactive management of this process will consume valuable management time and drag out the completion process. Jerroms Corporate Finance offer a proactive, virtual data-room disclosure process. The proactive management of the virtual data room disclosure and timely compliance with the buyer's requests will save time in the long run and make the whole sale process run more smoothly.

## ABIDE BY THE PURCHASER'S WARRANTIES

A purchaser will often require that the seller supply warranties and indemnities, which are contractual guarantees that all relevant and pertinent information to the transaction has been provided. The seller will be called upon to make full disclosure in each case. We can help guide you through what can be a lengthy and stressful process, enabling you to make full and active disclosures.

## GET THE BEST FROM NEGOTIATIONS

Jerroms Corporate Finance are experienced negotiators. We work out your priorities and seek always to get the best possible results for the vendor.

## GET THE BEST TAX ADVICE

Appropriate tax advice is absolute essential. The sale of your business or company can be made tax efficient in a number of different ways. Are you eligible for entrepreneurs' relief? Have you taken dividends into consideration?



## Latest News

HOME: LATEST NEWS & MEDIA > NEWS > BLOGS > CHAMBERLINK MAGAZINE > PODCASTS > IMAGE GALLERIES

### Jerroms advise estate agents on management buyout

11 August 2022

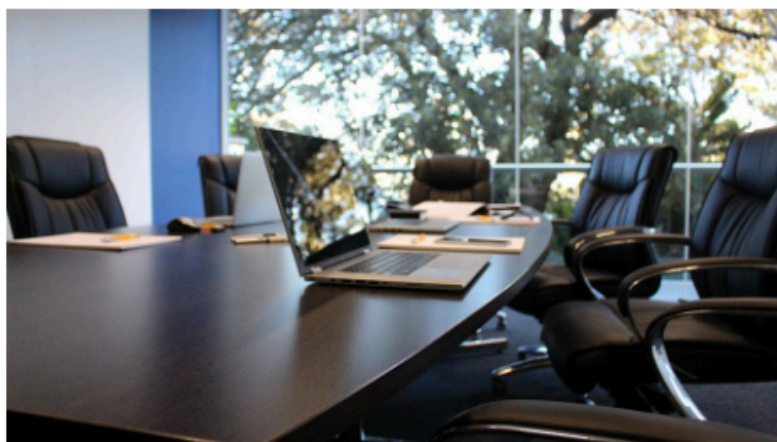


Solihull-based Jerroms Corporate Finance has advised Paul Carr Estate Agents on a management buyout.

The deal was led by Paul Carr's managing director, David Alex year

#### JERROMS ADVISES ON SOFTWARE FIRM ACQUISITION

15 Sep 2022 Midlands Deals



Paul Carr, founder of Paul Carr Estate Agents said: "It's the right time for me to hand over the company to the new owners."

"Putting in place a succession plan that ensured continuity, I am confident that they will continue to enjoy great success."

"The on-going advice and support offered by the Jerroms team has been invaluable and was handled professionally."

Paul Heaven, director, Jerroms Corporate Finance, said: "We are supporting Paul Carr through the MBO process and his ambitions for the business. I am confident through this process."

Legal support for Paul Carr Estate Agents was provided by Hawkins Hutton.

Solihull-based Jerroms Corporate Finance has provided support to the owners of Sicon Ltd on its sale to an international enterprise software and services specialist.

Sicon, a family-owned business, provides additions and services for Sage 200 within a number of sectors, including manufacturing, construction, distribution, and warehousing.

It has been purchased by Netherlands-headquartered Total Specific Solutions (TSS), which expands its portfolio of independently managed software companies based in the UK.

Paul Heaven, managing director of Jerroms Corporate Finance said: "By collaborating and utilising the knowledge and expertise available from our teams at Jerroms and Jerroms Miller Specialist Tax, Sicon were able to optimise tax implications associated with the deal to ensure it better met their needs."

Next article: [Fluid Ideas and team](#)

Previous article: [West Midlands companies hit by debts – R3](#)

Richard Youngman, managing director of Sicon, added: "The team at Jerroms Corporate Finance ensured we fully understood the process step-by-step, so that we were able to make informed decisions. We were very impressed with their professionalism and commitment throughout."

"This guidance along with the advice and support we received from within the wider Jerroms Group was instrumental in us gaining the positive outcome we achieved. This acquisition will enable us to continue to provide an excellent service to our customers, ensure the growth of the business and offer security for our staff."

Legal support for Sicon Ltd was provided by Hawkins Hutton.

# TESTIMONIALS

Another successful transaction for Jerroms Corporate Finance - providing sell-side advisory support to poundshop.com.

Thebusinessdesk.com

Poundland has completed the purchase of online discount retail business Poundshop.com.

The acquisition of Poundshop.com for an undisclosed sum is another step in the transformation of Poundland and will provide the infrastructure to power a national roll-out of its own pilot ecommerce operation.

Founded in 2014, Poundshop.com has grown to be the UK's largest online-only value retailer.



#### Accountancy

### Jerroms Corporate Finance support PurpleSpace in exciting growth opportunity with Scope

6<sup>th</sup> June, 2024

**Jerroms Corporate Finance have assisted PurpleSpace Limited (PurpleSpace) the world's only networking and professional development hub for disability employee resource groups, to embark on an exciting new chapter with the announcement of their transfer of ownership to Scope that will enable them to secure future expansion, expertise and innovation.**

Scope's pioneering approach to achieve equality for disabled people aligns superbly with the global mission of PurpleSpace. Through a shared vision for the future, Scope offers PurpleSpace access to a wealth of expertise, in-house resources, and strategic vision to further enhance its services and broaden its impact, enabling them to drive the business forward.

**Kate Nash, Founder, PurpleSpace** said: "I always anticipated that as PurpleSpace grew, it would require more investment and a smooth and thoughtful shift from my position as the founding CEO to that of Founder Ambassador. This transition phase is crucial for maintaining consistency, attracting new customers, and generating fresh ideas to further advance and expand on our remarkable accomplishments thus far. It represents the natural progression to empower PurpleSpace to thrive. Having begun my own journey at Scope, it feels secure and right to have come



Kate Nash



# MEET THE TEAM



David Fletcher  
Managing Director  
davidfletcher@jerroms.co.uk



Chasz Coulsting  
Director  
chaszcoulsting@jerroms.co.uk



Ross Davis  
Associate  
rossdavis@jerroms.co.uk



Sharon Adey  
Marketing Manager  
sharonadey@jerroms.co.uk



Emily Oldnall  
Admin Support  
emilyoldnall@jerroms.co.uk





Jerroms Corporate Finance are part of the Jerroms Group.

Founded in 1972, Jerroms is a long-established leading Chartered Certified Accountancy firm based in the West Midlands.

The practice has grown considerably over the years and now has over 200 staff based at our offices in Solihull and Halesowen. We work with over 4,000 individuals and businesses across a range of sectors.

Our clients range from local West Midlands based businesses to large corporations.

# The Jerroms Group

## SIX COMPANIES, ONE JOINED-UP NETWORK OF SUPPORT

With six specialist areas led by skilled professionals in their fields, we can provide an extensive suite of services to support all of your individual and business needs.



Jerroms are part of the Sumer Group – a collaboration of renowned regional accountancy practices with a shared vision to champion local small to medium-sized enterprises.

By bringing together the best in business services, Sumer retains the value that community-based practices offer and combines this with the scale, breadth of expertise and technologies that only a national organisation can muster.

Sumer is the UK's leading mid-market accountancy practice delivering professional support to small and medium-sized enterprises (SMEs) across the UK. It is a top 15 UK accountancy practice on a mission to champion SME businesses and offer local delivery, supported by national expertise.



Jerroms is one of only three accountancy firms in the UK who are part of the Russell Bedford International global accounting network.

This means that we can confidently offer excellent advice for any international market in the world through this exclusive network of professional accountants.

For those of our clients who have international operations, or who are looking to expand into overseas markets, we have access to high quality local knowledge and advice concerning county-specific rules and regulations at our fingertips. All accountants in the network have been pre-qualified for their expertise and skills, so our clients can be assured of the most professional and accurate advice at all times.



# CONTACT US

For more information:



[sharonadey@jerroms.co.uk](mailto:sharonadey@jerroms.co.uk)



[jerromscf.co.uk](http://jerromscf.co.uk)



0121 693 5000

