

please find enclosed your requested information

Thinking of selling your business?
&
Introducing a new approach to
selling a business



Thinking of selling your business?

Many business owners will only find themselves faced with the decision to sell their business once in a lifetime. With this lack of previous experience, it can be a difficult, complicated and stressful process. It can also be easy to miss opportunities in taxation, pensions and other areas of financial planning.

With experience in all aspects of business transfer, Stirling can give you professional, independent advice and handle all stages of the sale and negotiation on your behalf.

We will market your business through national advertising, our own dedicated website and via marketing campaigns to prospective buyers.

From your initial enquiry, through to the signed transfer contract, you are assured of our commitment, discretion and confidentiality.

Why use Stirling?

- ◆ We are passionate about selling businesses! As specialists in selling businesses we do not get distracted by other activities - the successful sale of your business is our business.
- ◆ Our business is personal! People buy from people and therefore, we make it our business to ensure that we develop the right kind of personal relationship not just with the Vendors but with Buyers too. You will meet and deal with the person responsible for your sale.
- ◆ Value for money is essential and we believe that Stirling provides the best personal service for a very modest outlay. Our terms are easy to understand with no hidden charges or small print to catch you unawares!
- ◆ We use the sophisticated marketing techniques with a data base containing a network with thousands of potential investors and buyers, which is constantly being updated and added to. We do not take businesses on unless we are confident of generating enquiries for your business, within a 3 month time span.

Time to put your feet up?

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One Victoria Square, Birmingham, B1 1BD
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www.stirling-uk.com



Selling your business with Stirling

Decision by client to sell



Independent valuation obtained if required



Stirling meets client with questionnaire to gather information on the business



Strategy issues identified for action by Stirling or client
(tax, pension, accounting and legal issues)



Issues dealt with by Stirling or client



Sale Memorandum prepared by Stirling and approved by client



Stirling advertises the business for sale



Confidentiality agreements secured with prospective buyers



Sale Memorandum issued by Stirling



Stirling follows up enquiry and sends further information
eg. Statutory & Management accounts



Stirling assesses interest and arranges visit with client



Stirling arranges further meeting for negotiations



Client appoints legal representative



Decision by client to accept deal



Heads of Agreement drawn up between parties



Purchasers undertake due diligence



Solicitors deal with contract to purchase



Legal completion



Introducing a new approach to selling a business

Stirling's Advisory Service - helping business owners achieve maximum value

Owners thinking of selling their business often do not have experience of selling a business nor have the time to manage the business sale preparation process.

A private business is often run and financially managed with objectives that differ from those that will appeal to a new buyer. A simple example might be that the average private company has to reduce profits in order to minimise tax. This may have an adverse effect on the valuation of the company. Another issue might be the company's management structure, if the retiring owner is the MD. In this case, the management might benefit from being re-arranged, so that the company can demonstrate a strong retained management team, which should appeal to a wider range of buyers.

If a company is suffering from a market downturn, there may be ways of presenting the company valuation other than as a price-earnings (profit) based valuation.

Stirling Advisory Services offers several cost effective business support options that will prepare a business for sale, aiming to strengthen overall performance, whether sold or not. Fees for this service may be off-set against the initial costs of selling the business through Stirling; this provides a common sense "no win, no fee" approach with the potential of a **more saleable and higher value business**, when the time comes to sell.

Business Coaching, Training and Mentoring

Stirling ensures that all the necessary skills are properly developed, including financial, sales and marketing, team building and time mastery. We teach the client how to realise their potential by providing the knowledge, tools, vision and motivation to make their business more attractive to potential buyers.

Business Recovery and Transformation

This is a hands-on approach, where Stirling may help the owner prepare short and medium term plans to transform the business and increase the bottom line prior to selling. We can review, develop and implement strategies that cover the product range, sales, marketing and other operations. Our goal is not just to advise, but to put our ideas into action.

Business Planning and Exit Strategies

Ideally, any future business sale should form part of the owner's long term strategy, rather than a 'quick sale' decision, made without due consideration to the relevant planning processes. There is little point in finding potential buyers if the business owner cannot demonstrate the true level of profitability.

Historic accounts are generally structured to reduce tax. However, this can adversely impact the true underlying profitability and could therefore, reduce the ultimate purchase price. Re-presentation of accounts and justified business projections will show the business in a positive light.

Stirling's advisory service offers a "planned approach" to cover issues which may involve contracts of employment, lease or rental agreements, statutory & management accounts, tax planning etc. We can show how to avoid the potential pitfalls and the considerations required before exiting a business.

Selling a Business

With a substantial network of potential buyers, investors, agents and other professional people, Stirling's cost effective and confidential service is aimed at finding serious business buyers. We prepare the sale memorandum document, process confidentiality agreements, maintain and update enquiries on our database, facilitate negotiations through a considered fee structure (which can be off-set against any of our advisory services) using easy-to-understand terms and conditions.

Stirling's advisory services offer several cost effective, business solutions, where the fees may be off-set against the initial costs of selling a business.

We offer a completely confidential service and a free initial consultation – call 0121 314 5575 or return the enquiry form





Enquiry Form

Please complete the form below and email to info@stirling-uk.com

CONFIDENTIAL

Name:

Email:

Tel:

Date:

I am interested in learning more about:

☐ **Business Coaching, Training and Mentoring**

☐ **Business Recovery and Transformation**

☐ **Business Planning and Exit Strategies**

☐ **Selling My Business**

Please list 3 key areas of challenge
for your business in order to sell:

1.
2.
3.

I prefer to be contacted by: ☐ email ☐ telephone

Submit Form



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Follow us on 



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