



**KINGS** Our Corporate  
**SALES PROCESS**

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# Introduction to **KINGS**

## Bespoke Services Based on Experience

At Kings, we offer a client focused, confidential and bespoke service that begins with assisting vendors in the optimisation of their business's 'saleability'.

We recognise that the sale of your business is one of the most important transactions that you can ever undertake. Due to this, we offer a professional and stress-free service that handles finding the right buyer, at the right price for you.

We ensure that the process is completed with minimal disruption to your employees and customers, with our bespoke and confidential service.

We have a deep understanding of the processes involved in selling businesses and our reach extends globally across all markets. With our market expertise, a dedicated approach and unique personal focus, we are set apart from the rest.



**CLIENT FOCUSED**  
Approach & Service

**CONFIDENTIALITY**  
Assured for Your Business

**BESPOKE**  
Corporate Sales Process



# Stage One

## Preparation & Information Creation

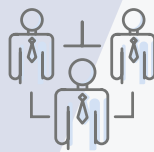
A Kings Corporate representative will keep in regular contact with you and provide you with an Information Memorandum pack (IM). This pack will assist our Marketing team in discovering your Unique Selling Points and highlighting key qualities of your business, as well as providing us with a general overview of your business.

Shortly after this, a Corporate Deal Executive will call you to welcome you to Kings Corporate and ask for any additional information we may need, such as business history, staff lists, or financials. We will also arrange a date, convenient for you, for a professional photographer to visit your business and use the photos to assist with the sale of your business.

## Our Unique Selling Points



Bespoke corporate sales approach, aimed at maximising your sale price



We seek to understand your business to target the right buyers



Industry leading buyer intelligence with international reach and dedicated research team



Innovative approach to business sales, driven by key sale feedback management information



Track record of achieving market-leading multiples



Confidential approach suited to your personal requirements

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## Stage Two Sector Research

Our in-house research team will begin to check our contact lists and compile an A, B and C List. These lists represent qualified buyers who we believe are in a position to acquire your business. All contacts on the list are active buyers with Kings Corporate.

The **'A' list** features corporate buyers who are regularly investing in new opportunities.

The **'B' list** represents experienced operators who have been looking to expand their current portfolio.

The **'C' list** contains first-time buyers looking for new business ventures in your sector.

The research team compile these lists by undertaking a detailed market analysis and identifying any similar trends within a buyer's activity. This research will assist our Marketing team when creating their bespoke campaign.

### A List

#### CORPORATE BUYERS

- Investing in new opportunities in your sector

### B List

#### EXPERIENCED OPERATORS

- Looking to expand their current portfolio

### C List

#### FIRST TIME BUYERS

- New business ventures in your sector





## Stage Three Sales Collateral

After the research process has taken place, our Marketing team will use all gathered information to produce an IM Pack for potential buyers. The pack will contain organised information about the opportunity to purchase your company, alongside detailed financials, summaries of the location and the business model.

**Before a potential buyer views the Information Memorandum pack, they will have to sign a Non-Disclosure Agreement due to the privacy of the sale.**

We will also create a dedicated email campaign which will contain a certain amount of information about your business in order to attract relevant buyers.

Any marketing content we create will be sent to you for approval, or for you to amend as you see relevant, and will also remain confidential.

### Creation of the IM

- ✦ Executive Summary
- ✦ Financial Modeling
- ✦ In-depth Sales Details
- ✦ Competitor Analysis
- ✦ Professional Photographs
- ✦ Bespoke Design

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### Stages of the Process

- ✦ Researched Buyer List for Client Approach
- ✦ Targeted Approach to Preferred Buyers
- ✦ Teaser Document Confidential Process with Signed NDA's
- ✦ Regular updates from Sales Manager throughout IM/Buyer Process
- ✦ Managed Buyer Process



## Stage Four Buyer Profiling

After you have approved all marketing material, we will send information to our pre-selected list of potential buyers, collated by our research team.

We will discuss your preferred buyer types (experienced, corporate etc.) with you and begin to narrow our selection down with your input. Due to our extensive reach with buyers across the globe, you will have a large pool of potential buyers to choose from.

Once we have the best buyers possible, Non-Disclosure Agreements will be signed and, with your approval, confidential marketing material will be sent to the potential buyers.





## Stage Five

### Confidentiality & Enquirer Assessment

When IM packs have been sent out to the approved list of potential buyers, a representative from Kings Corporate will begin to contact the buyers to get their feedback on the opportunity.

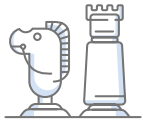
Any interest expressed from buyers will be referred to you for your approval. We will also send you an overview of any interested enquirers in order for you to decide if they meet your buyer requirements.

It is highly likely that we will have multiple interested parties for your business and so it is of the utmost importance that we maintain communication with you to keep you updated.

Once you approve a potential buyer, we will arrange a viewing that is convenient for both parties and, from there, we will set a deadline for expression of interest and bids to be placed.







## Stage Six

### Due Diligence & Negotiation

Whilst your business is on the market, we will often refresh the marketing campaign and update it with new information.

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.

**During this time, we will continue to support you by helping establish a completion timetable.** The timetable will identify key actions that need to be finalised for the deal to be completed successfully. Your dedicated Negotiator will work with you to ensure that your desired timescale is met and will be on hand to assist you with any queries you may have.

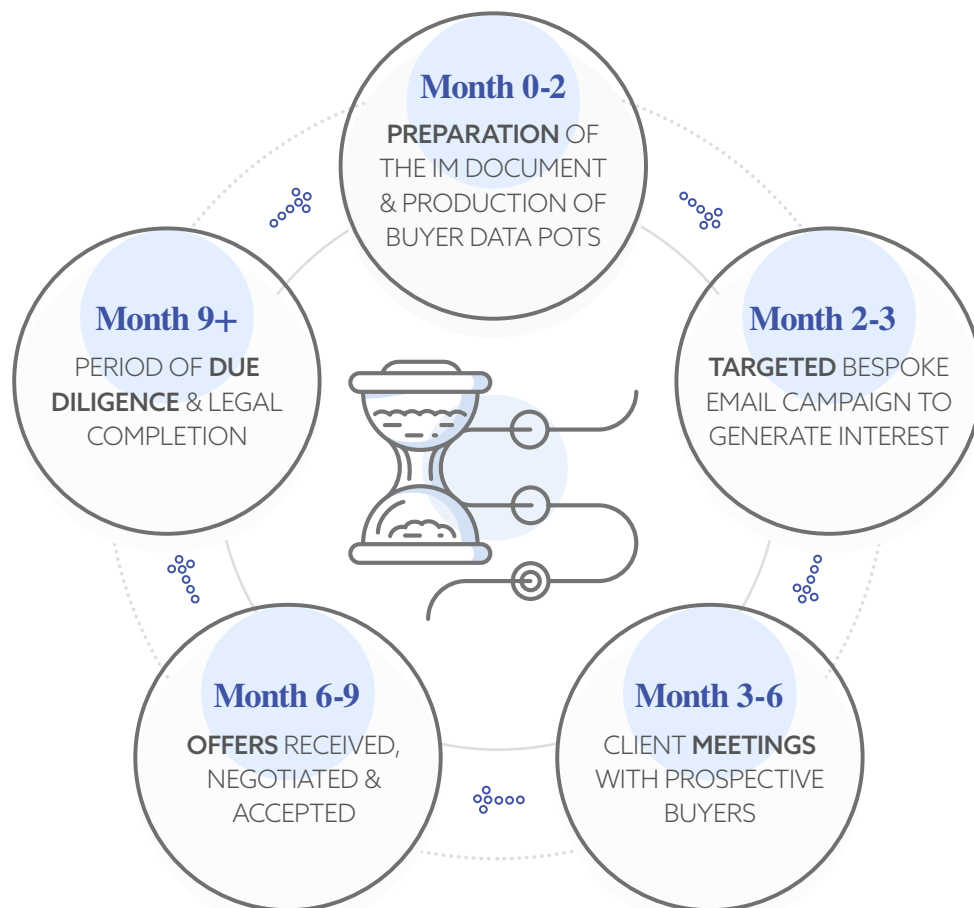




## Stage Seven Completion

Once the offer is accepted, we keep an eye on proceedings and advise you from offer through to completion. We can help with ironing out any issues which may arise during due diligence and can recommend an experienced Solicitor who is a specialist in the field of buying and selling businesses.

As each business sale is different, it is very difficult to give precise timescales. However, an **average corporate sales process generally follows the timeline below:**





# BUSINESS BROKERS YOU CAN TRUST

With over 30 years' experience in delivering highly confidential sales for SME and Corporate businesses across the UK; Kings Corporate represents the ideal opportunity to ensure a smooth transition of ownership.

## Positive Experience

“ I'm very satisfied with my recent experience in dealing with the company. They provided an excellent service throughout; everything was dealt with efficiently and professionally and the communication of progress was consistent and informative. I would be happy to recommend the company to business professionals. ”

## Really Professional

“ They have been really professional in the way they have handled my purchase. Any problems we have encountered on the way have been dealt with promptly. This has removed all the stress that you would expect from buying an ongoing business. ”

## Outstanding Service, Business Now Sold

“ I found them very friendly and easy to talk to regarding buying a business. They were able to get the financial information quickly, and answered all my questions quickly, and were most helpful throughout the process. ”

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# Recently Sold Businesses

## Experience is Key

Whether you are looking to invest, expand or sell your business, our proficient team of brokers can guide you through the sale with their expertise in corporate market.



**30+**  
Sold in 2023

### **MTM Engineering & Moulding**

☼ Sold to GHG Group Limited

### **Nautic Valves Engineering Limited**

☼ Sold to an experienced MBI candidate

### **D&B Injection Moulders Limited**

☼ Sold to Naylor Industries Plc

### **Geek-Guru Limited**

☼ Sold to an a corporate buyer

### **Willison Motors Limited**

☼ Sold to an established operator





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