

# Would you buy your business without you in it?

You built something that couldn't exist without you. Now that may be what's standing between you and the exit you want. The UK market isn't closed: Experian recorded 6,742 completed transactions in 2025. But it's selective. Buyers reward proof of earnings quality, resilience and leadership, and walk away from a persuasive story with weak evidence behind it.

## THE PREPARATION GAP

An estate agent can find a buyer. They can't repair the roof eighteen months earlier. By the time a corporate finance adviser is appointed, the weaknesses a buyer will test should already be fixed. Advice given during a sale can't manufacture a track record that was never built.

## WHERE WE FIT

We work before and alongside corporate finance, not instead of it, turning what a buyer would test into objectives your leadership team owns and executes every ninety days. We don't run your business. We keep it focused on what's transferable, and make sure claims become evidence.

## THE FOUR STAGES

How long each stage takes depends on the outcome you're working toward, not a fixed calendar. The earlier you start, the more choice you keep.

01

### DIAGNOSE

See the business through a buyer's eyes: earnings quality, customer concentration, leadership depth, founder dependency. Stop the fastest value leak first.

02

### BUILD

Cleaner numbers, transferable relationships, leadership that can act without you.

03

### POSITION

Build the equity story from what the business can now prove, tailored to the right buyer types.

04

### CHOOSE

Decide route, partner and your role afterwards, from evidence, not pressure.

*Value drivers hold across buyer types: trade sale, MBO, EOT, strategic investor. Each ninety-day cycle recalibrates which ones matter most, keeping every route open for as long as possible.*

## FEES

Structured case by case: fixed, deferred, outcome-linked or equity. Whatever the mix, it's transparent, agreed up front, and designed to reward a good outcome, not just a completed one.

*We prepare the business for life without the founder, and the founder for life without the business.*

**Schedule an Explore Call to find the gap between the exit you want and the business a buyer would trust today.**