

SPOTLIGHT

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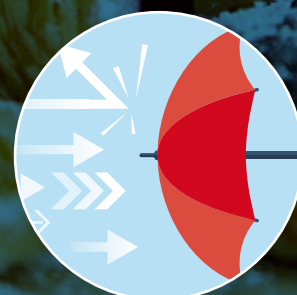
BUSINESS VALUATION THE KEY TO GETTING IT RIGHT

The goal of a valuation is simple: to estimate the economic value of a business. →



SOCIAL MEDIA IS AN IMPORTANT BENEFIT TO MANY BUSINESSES

Social media offers an easy way to express interest in your business and your products. →



DIFFERENT TYPES OF BUSINESS INSURANCE

From employers liability insurance, property insurance, public liability insurance and much more. →

Welcome to the latest edition of Spotlight magazine

I hope you enjoy reading our latest edition of Spotlight, packed full of useful tips and information on buying and selling a business. In this edition we focus on business valuation and how to get it right and how social media can help your business grow and attract new customers, and 'buyer beware' when buying a business.

We have some really useful tips and advice in this edition, and please, keep a look out on our blog and business insights for even more relevant tips and guidance to help you on your journey.

With more than 1,200 businesses for sale at any one time, we give buyers a huge choice of businesses to choose from across all sectors. If you can't find what you're looking for, let one of my team know, they would love to help find your dream business.

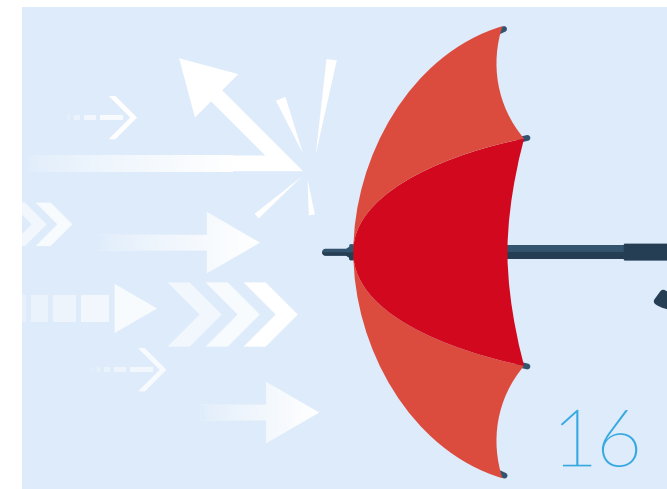
SO, PLEASE ENJOY THE MAGAZINE AND WE LOOK FORWARD TO HELPING YOU ON YOUR QUEST IN THE NEAR FUTURE.



Gareth Smyth
CEO, Hilton Smyth Group



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BUSINESS VALUATION THE KEY TO GETTING IT RIGHT

The valuation of a business is a process many entrepreneurs will encounter throughout their career. The goal of a valuation is simple: to estimate the economic value of a business.

Story: Hilton Smythe

There are countless reasons why somebody may value a business, from purchase and sale to tax and shares.

Value your business accurately and you can confidently pitch to investors to secure funding. However, receive an inflated valuation and prepare to be told where to go!

This is why it is so crucial to use professional valuers when it is time to value your business!

Below, we will take you through key information that you need to know when it comes to getting an accurate valuation. What are the benefits of valuing a business?

So, let's start with some benefits that drive people to get their business valued.

Valuing a business can be important for not only understanding a businesses' potential value but can also be used as an

effective business leading indicator and management tool.

Particularly for those companies' which are preparing to sell, an indicator aimed at building value is particularly useful in driving additional money on the sale.

Many business owners get their business valued to get an accurate insight into their companies assets.

An accurate business valuation allows owners to understand how much to reinvest in their company or how much to sell it for in order to be profitable.

Before a business goes up for sale, it is crucial for the owner to know it's true value. If the business owner knows the true value well in advance, they have the chance to increase it and potentially achieve a sales higher price, before it goes on the market.



THE BENEFITS DON'T STOP THERE

Another huge advantage of having a business valuation is to secure funding from investors.

Not only will potential investors want to see a full valuation report, but employees looking to buy shares in the company will also need to know how much the business is worth.

CAN YOU VALUE A BUSINESS ON TURNOVER?

It's a question many people ask.

There are many suggestions on the internet and searched questions around valuing a business on turnover.

Whilst there are some sectors and industries that value a business based on turnover, it is not appropriate for the vast majority.

Whilst you can arguably obtain a rough idea as to the value of the business using the turnover, it will never be entirely accurate.

Such methods make too many assumptions as to the cost base of businesses and so can never be wholly relied upon.

However it can, if a business fits within an expected cost profile, provide an indication.

WHAT INFORMATION DO YOU NEED TO VALUE A BUSINESS?

For the most part, the trading accounts of a company are essential to derive the value of any business.

A buyer is going to look at the profitability of the business, firstly. Then they are likely to assess the balance sheet for value, usually against which they might secure funding. Assessing the operation of a business may also be a key source of information for a buyer, together with details on staff skills and ability.

What exact information is required to value a business will be sector-specific but for the most part, three years profit and loss along with the balance sheet will be required together with any projections for the future if available. →

SUCCESS

What are the best types of valuation methods for small businesses?



P/E RATIO

SME's are invariably valued using a multiple of profits e.g. a P/E ratio. A P/E ratio is the profit to earnings ratio. In other words, at what rate is an investment repaid through earnings.

For example, if you buy a business for £100,000 and it returns £25,000 a year profit, the P/E ratio is 4.

This type of valuation is very common amongst businesses that have high profits.

P/E ratio's can vary for each business, however, a ratio between four and ten tend to be the typical range for businesses.



ASSET VALUATIONS

Other methods include asset valuations. Asset valuations can work extremely well for stable businesses that have a good amount of physical assets.

Establishing a businesses Net Book Value is a fundamental part of the asset valuation. The Net Book Value of a business is the value of the business's assets, minus their liabilities.

It's important to note, when measuring the value of a company's assets, you will need to take into account potential economic factors which may affect an asset's value.

If you're looking at a business's accounts, you need to consider that they may not take inflation, appreciation or depreciation into account.



DISCOUNTED CASH FLOW

The third most common method to value a business is DCF or discounted cash flow.

Valuing a business by discounted cash flow involves estimating a business based on its future cash flows. A discounted cash flow analysis will find the present value of expected future cash flows, using a discount rate.

While this may be common in larger companies, for SME's, using this type of valuation method is rare.

Which factors affect a business valuation?

There are many factors that have the potential to affect a business's value.

For example, location can prove integral or detrimental to a company's success.

Great customer access and a well designed premise can easily increase your business valuation. Whereas, poor location and access could result in you receiving a lower valuation.

Industry growth is another factor that may affect your business valuation. Companies that are in rapidly growing industries are much more valuable as a whole due to the market demands.

Along with industry growth, a business's earnings growth can determine how valuable they are. If your business has an impressive earnings growth track record then expect your valuation to be higher.

The other common factors that can apply to most businesses are profitability, market advantage, established processes and procedures, intellectual property, access to key customers, reputation, market share, competitive environment and customer concentration.

WHAT IS THE ENTREPRENEUR'S RELIEF AND HOW CAN YOU BENEFIT FROM IT?

Entrepreneurs relief (ER) is a tax relief that the seller of a business can benefit from on sale.

In essence, the rate of capital gains tax, that is the tax paid on any gain from the sale of a business, is reduced to a flat rate of 10%.

This has a lifetime limit of £10M per person and there are certain rules that must be applied to ensure you qualify,

such as the percentage of the business you own and the time you have owned that percentage.

ER only applies to individual sellers, i.e. the seller of the shares in a limited company or a sole trader or partnership selling their business; it does not apply to corporate sellers i.e. companies selling its assets.

In order to get an accurate, reliable business valuation, it is crucial to work with an experienced valuer.

An unrealistic business valuation can deter away potential investors and frankly, leave you looking unprofessional. Or even worse, you could sell it for much less than it's actually worth!!

If you are thinking about valuing your business, Hilton Smythe offers a FREE market valuation report. ■

How much could you achieve by selling up?

Hilton Smythe's FREE valuation service is designed to give you all the information you need when considering selling a business.

To find out the fruits of your labour you have several options, you can either:



[Book your FREE valuation >](#)



[Use our on-line value my business calculator >](#)



Once you know how much your business is worth, you can make an informed decision as to whether now is the right time to sell.

even get to budget setting and targeting, deciding on which type of advert you want to create is important. You can either create a post straight from your business page and select 'Boost post' where you can then set a budget and running time along with tailored targeting. The targeting allows you to choose specific locations, niche behaviours, demographics and interests people fit into so that these audiences will be reached. Alternatively, you can go into Ads Manager to create an ad set campaign or create a post from the page and select 'Advertise your business' which gives you a step-by-step process of creating a targeted ad. We will look at boosting a post first as there are things you need to be aware of with helpful insights from us as we have experience of boosting posts regularly for our clients.

BOOSTING NEEDS APPROVING - DON'T GET STUCK ON THE LAUNCHPAD

Be careful when publishing and boosting as when you have boosted, if you notice a mistake or need to edit, you will have to cancel it all and make another post as it doesn't allow you to edit a running ad or one that is in review (Facebook will review the ad content for any violations).

Once you have your copy and content done, looking all eye-catching with a neat graphic image, well-worded text, you've checked numerous times for any typos and you've done all your targeting and boosted it, you're all set for your ad review and for it to be approved in no time! Except this is Facebook and they are constantly updating policies. Since their criticisms on privacy and data, they are more conscious and have gotten stricter with what they allow companies to have in their adverts. For instance, a common practice of rhetorical questions used in persuasive copy is now under strict scrutiny and asking your followers or potential customers if they need help with finance for a business acquisition post can come under Facebook's new policy of 'Prohibited content', section 12 'Personal attributes' as we've learnt ourselves! Taken straight from this policy;

'Adverts must not contain content that asserts or implies personal attributes. This includes direct or indirect assertions or implications about a person's race, ethnic origin, religion, beliefs, age, sexual orientation or practices, gender identity, disability, medical condition (including physical or mental health), financial status, membership in a trade union, criminal record or name.'

You can see why when you come across articles and Facebook users paranoid of how Facebook is 'spying' on them. So, they want to try and alleviate people's paranoia by limiting the wording of assuming content in ads to add to the illusion that Facebook doesn't have demographic and insightful data on its users. When we created an ad for one of our businesses for sale with a good length of copy with key selling details, we got a disapproval, but Facebook doesn't specifically give you the example, just tells you what policy you are violating.

After taking out our direct question of 'Need help with finance?' and boosting another post, it got approved. We guess this comes under assuming our audience's 'financial status' even though it is within the context of us offering a service of financial help with business acquisition suited to the post (an advert about a business for sale with us) that we provide with our well-established finance company. Machines, algorithms and context are not known for understanding one another, are they? You must tolerate and adjust to these things as you weigh out the larger positives of who you are reaching out to effectively. If it means sacrificing creativity, wording and presentation, then needs must as you can still get the right message across. For instance, we simply changed it from a question that assumed to a statement to show we can help with finance, e.g. 'For help with finance, call our Finance team on...'

This modification came from section 12 'Personal attributes' of Facebook's advertising policy 'Prohibited content' of which there are 32 sections on this policy. But don't get overwhelmed as what you need to focus on is the basics

of not being discriminatory and offensive in content whilst being mindful of avoiding assuming language – remember Facebook don't want their users to be reminded that we know things about them, for instance if they work in the agriculture industry because it's on their profile!

IMAGE USE IN FACEBOOK ADS

So, you've checked for assuming language, you've checked for typos, you are not discriminating, your image is perfect with the right balance of text and graphics to convey the precise message to your customers and potential customers. You even have an in-house, top-notch graphic designer who creates perfect branded content and imagery. They spent hours creating the blends, logos, illustrations and text merging for a well-thought out ad; Facebook should be pleased you're creating such engaging, eye-catching content, apart from the other policy and barrier to consider is image use. If you do not use the right image, Facebook will lower your reach, affecting your click through rates (CTRs) and conversion rates. Facebook is very particular in its text and image space ratio. Basically, if you have an image with too much text, Facebook will penalise the campaign or stop delivery. This can be quite frustrating when you've created an image graphic with just the right amount of text for a specific ad and you want that specific wording in the graphic for your brand, only for Facebook to disagree.

Why does Facebook have restrictions here? It all contributes to Facebook's main aim; keeping people on the platform, engaged for as long as possible and high-quality user experience. Any content that even slightly annoys users, Facebook will not encourage or help deliver, no matter how much businesses spend on their platform for ad budgets. So, in their eyes, images with too much text may put people off and make users come off the app. It does make sense from this perspective to make all content as visual and neat as possible but again Facebook are limiting things when many images are penalised when there is not a

lot of text other than it just taking up a little space because of the canvas size.

If this is making you huff and demotivated, fear not as thankfully they do offer an 'Image Text Check', which is a text overlay tool where you can upload your images to test whether they are going to be penalised or affected. Facebook has 4 'Image text ratings' from 'OK', which is the rating you want as nothing is affected whatsoever and your ad will run normally. The other 3 all come with warning signs from 'Low', 'Medium' to 'High', where on 'High' rating, your 'ad may not run' and 'Medium' or 'Low' ratings will lower the ad's reach by a low or medium amount. For clarity, it's best to bear in mind when creating images for ad deliveries to not rely on text within images but to say what you want to say in the caption of the post. Think of it simply this way, that Facebook do not like a poster; they like a visual. Be as creative as you can with images without giving too much text within the image.

CONTENT AND ADS MANAGER - HOW DO I KNOW WHICH OBJECTIVE TO CHOOSE AND IF MY TARGETING IS PERFECT?

The key factors that can affect an ad that have been discussed applies to any ad created anywhere on the platform, as mentioned, you can create an ad campaign through Ads Manager rather

than boosting a post from your page. This is where it takes you through a step-by-step process beginning with your marketing objective. There are 3 categories: awareness, consideration and conversion. When it comes to spending money and getting conversions, as tried and tested by many agencies, it's best to avoid the 'Awareness' column and focus on 'Lead Generation' and 'Conversions' as your objectives.

For instance, having 'Lead Generation' as the objective of the ad campaign will collect lead information from people who are interested in your business. From here, you can either create a split test where Facebook will test ad sets against each other to understand which strategies give you the best results or select 'Campaign budget optimisation' where this will distribute your budget across ad sets to get more results depending on your delivery optimisation choices and bid strategy. You can control spending on each ad set.

Budgets can either be lifetime or daily. Choosing a daily budget means you may spend more on some days and less on others but will maintain an average daily budget. This means Facebook looks out for when your ads have more opportunities to get results and is flexible with the days' budgets. Then comes the main part of choosing demographics, locations and detailed targeting along

with the creative.

CREATIVE AND SOCIAL MEDIA CALENDARS

It goes without saying that the content and creative of an ad to go out online all depends on the brand and business offering. Added on to this, is the niche targeting and the message you want to deliver. Factors involved also depend on the campaign objective and if the strategy is linking to any social media calendar events.

For any business dealing with digital marketing, there is most often a social media calendar used in their strategies. Every day or week is now some sort of 'National' event and companies and brands capitalise on the ones that best fit their business. This can go one of two ways. It can either be clever and engaging, even creating those viral moments or it can be quite weak with a tenuous link whereby people see straight through it and detach from it.

Social media tools like Hootsuite are great for content managing and scheduling relevant content to go out in line with a social calendar. For instance, we are a business broker and help people buy and sell businesses from a vast range of sectors from bakeries, fish and chip shops to garden centres and e-commerce around Great Britain. In the UK, we have many of these 'National' weeks, →



for instance, there is a 'UK Sausage Week' can you believe! We have had content scheduled to align with this to engage with the 'Week' as it fits with our brand of supporting butcher businesses and we help buy and sell butcher shops. The post is supporting, insightful, focused around the butcher business and is a strong link. It includes relevant hashtags with each hashtag word thought out to reach more audiences. Choosing the right phrases and words to hashtag is also very important to not miss out on greater reach and it's worth keeping a good balance as you don't want to clutter your content and go overboard. A good tip is if you want to only include a few hashtags,

you could choose the relevant phrases and terms in your copy or if you want to broaden reach, leave the hashtags to the end of the post to get a hashtag list in so it doesn't interfere too much or put people off in the main copy.

An example we did for 'UK Sausage Week' on Facebook was an organic post to engage our large following already with use of hashtags to further organic reach as pages post publicly, not forgetting to hashtag the event itself #UKSausageWeek. The content fitted in with the start of the week, was scheduled and was a lead-generated post as we used one of our butchers for sale. We made sure to keep the content insightful,

interesting and engaging with the linked hashtags at the bottom as well as relevant ones scattered in the post that weren't too overwhelming.

The creative to go with the post was a slideshow video which showed genuine images of the butchers' business for sale along with a close-up quality picture of sausages and the 'UK Sausage Week' logo. The reason we chose a slideshow is that Facebook is keener on videos as they capture users' attention more when there is movement. We like to mix content up with static images with creative graphics (keeping in line with the text to space ratio) and videos. What's good about the slideshows is that we can incorporate

graphic images to make them more interesting.

ANALYTICS AND DATA FOR FACEBOOKS ADS - WHAT DOES IT ALL MEAN?

Whether you created an ad through a boosted post or by building a campaign, it will show up in Ads Manager and Campaigns with analytics showing data from reach, cost per result, quality and engagement rate ranking to results. The results column shows metrics dependent on the objective of the campaign. For example, if the objective was 'video views', the results column would show the number of video plays in Ads Manager under that particular campaign. When clicking on the campaign, it will give a performance chart with more visual data showing placements onto Instagram with mobile and desktop delivery data. 'Demographics' is very insightful showing percentages of how many of each age range and gender was reached.

From here you can monitor and gain insight into Facebook's strategy of how the ad is best performing and who it's getting to and resonating with. For instance, in many of our ads' data in campaigns we see that the age ranges and gender that are gaining the most reach is with 55-64-year-olds and males. This correlates with our internal data of a lot of business sellers with us fitting into these demographics which in turn correlates to one of the top reasons that people are selling businesses, which is due to retirement. As a business with a target market in the higher age range, it is very interesting and useful to see that people in this age bracket are using social media and seeing the ads. It just goes to show that you shouldn't be quick to dismiss marketing strategies like social media even when your demographics fall into higher age ranges as data shows how platforms like Facebook have grown substantially with over 6 millions users in the UK fitting into the 65 or over age range alone, and growing.

If you test a few out to see the demographics and performance, you can adjust other campaigns and future

concepts for content ideas when you see who it is reaching. Balance this with conversion data as well as social timing to posts (e.g. did one post do far better because it was linked to a social event?). Some of these social linking posts may get higher engagement but unfortunately it doesn't always mean higher conversions but brand awareness and potential for viral sharing can be factored into your campaign and marketing objectives.

INSTAGRAM

This highly popular photo and video sharing platform was launched in 2010 with Facebook acquiring it in 2012. As of May 2019, it had 1 billion registered users. With feeds and profiles more focused on the aesthetic, the platform has grown to be another popular marketing tool for businesses as the app offers business profiles. With the company being owned by Facebook, there are handy merges and crossovers like creating ads on Facebook to be placed across Instagram too. The platform also allows users to check into locations that are setup under Facebook Places which is why when people share pictures on Instagram, tag the location and then click the option to share to Facebook, the check-in location shows up as the official page or place on Facebook. This is exciting for businesses, especially eateries, cafés and restaurants as the quirky dessert place that offers 'galaxy doughnuts' for instance, are very suited to Instagram where people love to see aesthetic imagery. What's great is that your customers can help you with marketing when you create things to be shared; people love to share pictures of their beautifully presented or quirky food as it's also capturing a moment, an experience. With your own Facebook Page or Place set up, people can also check in which is more marketing being done for you as your brand is shared visually and virally.

START CREATING STORIES

Another selling point to Instagram is their 'stories' feature which is where users can share either pictures or videos in short clips that disappear after 24 hours. It's a

way of sharing without cluttering feeds and profiles. For instance, whether one user is a blogger with a niche profile set up on baking tips with a certain colour scheme or if it's @Mikelovesdogs who only shares pictures of his favourite dogs, the stories option allows them to post content without sticking on their profile feeds, disrupting their profile design and purpose. Mike who loves dogs and only posts about dogs on his profile for his niche following of fellow dog lovers may want to share an instant moment of him buying an ice-cream one day so he can post this to his 'story' which will be separate to his profile page and will only be visible to people if they click on his story/profile photo before disappearing after 24 hours. He then has an option to archive and highlight this story once disappeared to place on his profile underneath his bio if he wishes but again it would only be visible by clicking on a highlight button on his page and wouldn't show on his profile feed full of his highly-rated 'likeable' dog images for example.

This 'stories' feature can be extended to businesses as they can create adverts on Facebook to be placed on Instagram Stories. The advert will show up when users view the stories of people and profiles they follow. When they finish viewing one story from the main feed, the app automatically shows the next profile's story until all the stories have been viewed or when the viewer clicks out. The app will show adverts in between the stories sporadically so not to interfere or annoy viewers too much. What's good about the option of adverts as stories is that they can only be very short and instant, fitting into the platform's brand. This can get into users' minds as they don't have to be engaged or disrupted for too long and it can allow for very creative visuals as well as letting users click on the business's Instagram page from the story advert. It's why it's another worthy marketing strategy to not dismiss so easily and to get your business on Instagram as well as Facebook. Another insightful note is that 1/3 of the most viewed Instagram Stories are from businesses (Instagram, 2019). →

Is Facebook a spy?

Users of the platform know what data they have provided on a basic level but what's making most people question and mistrust Facebook is down to its clever feature of Pixels for business pages that not many people are aware of. Facebook Pixels basically capture data on Facebook users' visits to the business's website (if they are logged in on Facebook whilst visiting the website). This use of Pixels allows businesses to target their adverts to 'custom audiences' as well as 'lookalike audiences'. Custom audiences allow you to use CRM systems, email address lists or other sources of customer information as well as capturing data from users who have visited your website. Lookalike audiences work by choosing a custom audience, for example, the Pixels information of website visitors and will target people who share common qualities with those who have visited your website. This is why you have many question if Facebook is listening to them as relevant ads pop up with either brands they've visited or similar ones they've engaged with. They've become part of a 'lookalike audience' for a company's Facebook ad's targeting.

What's also exciting and valuable



about lookalike audiences in Facebook, is that the platform gives you a variety of custom audience sources to choose from to target lookalike audiences. For instance, you can create an audience of people who have opened or completed a form in one of your lead generation ads on Instagram or Facebook. The algorithm then targets the ad to users who share common qualities like demographics,

interests and behaviours with those of your custom audience (data already captured). What's also even more valuable is how Facebook is linked to one of the other key players in the game, that is Instagram and if you have a business profile on Instagram, your Facebook ads will deliver here too using the demographics you set up in the targeting.



Social overload – what should my business be using?

As mentioned, Facebook and Instagram are the key players and can be creatively and methodically used for marketing strategies but there are others that are in the game that businesses are catching onto. Again, it would take many chapters to go into them all so we will give the best ones with ways in which to use them with some case studies.

It seems that these money-making global apps always tend to start out as fun, quirky tools for the public and makes you wonder what's next, what's sitting there right now in development that could be the next billion £/\$ digital platform? Keep your eyes open.

SNAPCHAT

210 million people on average use it every day to play with augmented features for taking images, to chat with others and to discover what's going on in the world through others' lenses. Very selfie central. If your target market is above 34 years

old, stay away for now as it's the platform with the highest number of millennials and 18-24-year-olds with 71% under 34 years old. A clever use of the platform in a marketing campaign was by beauty and cosmetics brand Rituals. For their Holi collection (the Indian symbolic tradition of covering each other with colourful powder), the brand promoted its shower and beauty products themed around the event with a Snapchat filter that allowed users to see themselves in Holi colours on their face. This was used in their ads with CTA to swipe up to unlock the filter. Using a range of creatives, they gained 50million+ impressions, 459k swipe-ups with €0.17 cpsu.

LINKEDIN

More than 610 million professionals use this. The platform works as an online resume and a professional social network which is great for B2B lead-generation. The feeds show regularly others' activity

like post engagement which means things go viral quickly, connecting with others in your industry. It's a powerful tool for reliable recommendations for business and offers promoted posts. Tagging people who market themselves and their businesses is a great strategy as well as using those hashtags to get wider organic reach and to show credibility with your deals and plans.

TWITTER

13.6 million people in the UK can be reached by advertising according to Twitter. The platform can be a noisy place with limited characters in posts and often users tweeting quite frequently, jumping on hashtag trends. Businesses and high profiles love the platform as they can use trends to get through to audiences organically as well as having better direct engagement with fans/customers where if you do well, they will happily re-tweet meaning posts can go

viral very quickly. Having an eye-catching snippet of a promoted post show up in feeds is a great marketing plan as users like to view profiles to see how a brand communicates and view interesting, helpful tips or comedic, current content

YOUTUBE

With around 1 billion unique monthly users and reaching more 18-34 year olds than TV, video content is highly popular and businesses that are using it right are being creative with their brands. For example, Red Bull has near 9 million subscribers with quality videos on stunts, daredevils and athletes, which links to their brand of producing energy drinks for those who need fuel for their energetic performances. SMEs can get creative and produce how-to videos, for example, a sports and health business could do videos on how to create easy, healthy recipes. It could mean investing a little in technology to create the content

but tapping into a market with key search terms to get your brand out there could be the start of an enterprising channel.

PINTEREST

317 million unique monthly users want to 'pin' ideas, useful blogs and product pages to their 'boards' to plan projects, holidays, hobbies and interests. If you're a business that works in the wool and haberdashery sector, this is a niche for you. Hobby enthusiasts use this platform to share ideas and arts and crafts as well take inspiration. Businesses are capitalising by having their brands have their own profiles and boards to inspire; makes sense if you can provide the products! Be creative though as you may not be selling quirky art products, but the platform has grown into a place to share a vast range of interests, touching so many different fields from artisan bread-making to political and digital marketing tips. If your business is interesting and

provides insightful content as well as useful products and services, set up those boards and get sharing as content travels fast on this platform and advertising is unsurprisingly available.

SOCIAL SUMMARY

Social media is there for everyone, for connecting, learning and discovering. Users are gaining more from the platforms now that brands and businesses are connecting. People love to be valued and sharing value. When it comes to using the platforms, think about your demographics but also test and analyse, especially when your content doesn't have to have a paid promotion. Be strategic but also be spontaneous as often the timely, unplanned reactive content or interaction can be the genius viral marketing moment that can launch you again. ■

DIFFERENT TYPES OF BUSINESS INSURANCE

The insurance you need depends on your business. Most businesses need Employers Liability Insurance and Property Insurance at the very least.

Story: Hilton Smythe

EMPLOYERS LIABILITY INSURANCE

By law, every business has to have this insurance. Under the Employers' Liability (Compulsory Insurance) Act 1969 it is mandatory for a business to have this insurance.

This is insurance essentially covers any compensation and legal fees when an employee takes out a claim against the business.

These claims are reserved for any injuries or illnesses sustained while within the workplace. When it comes to employers liability insurance, not having a cover in place can land you a fine of up to £2,500 a day.

PROFESSIONAL LIABILITY INSURANCE

This insurance is not a legal requirement but is especially important if you provide services and you work directly with clients. Professional liability insurance will cover you against any claims made regarding the service you have provided a client.

These claims are usually because the service you have provided has caused financial harm to your clients business. Or if you have failed to carry out the service that was agreed. Other reasons could be claims against misrepresentation, poor advice and negligence.

What is usually covered with professional liability insurance is usually legal and court fees. Also, some of the damages could be covered too. Although generally it is not required of most businesses to have this insurance it is sometimes required of businesses that are within the legal and health industry.

PROPERTY INSURANCE

Just like when you buy a new house, property insurance is crucial when it comes to protecting the building you work in.

Otherwise known as business property insurance. This is the insurance you take out to protect the building from any damage caused.

These damages can be caused by a range of factors. Typically these accidents could be fires, faulty wiring, leaky roofs, there is an abundance of issues that could cause physical damage and force the closure of your business.

Business property insurance will help to cover you for any damaged goods caused by these accidents. Depending on what you have listed on the policy, you could have everything replaced by your insurance. Additionally, this insurance covers any repair costs incurred.

This insurance will also protect you from theft and damages caused by a

force of entry i.e. from a burglary. When taking out a business property insurance, your location and business type should be considered in order to protect you with the right policy.

An example would be if you own a shop you may need to tailor your insurance to cover any theft of stock or damage caused to customer belongings.

PRODUCT LIABILITY INSURANCE

If your business sells goods and products to customers then a good move would be to take out product liability insurance.

This insurance will cover the costs of any claims made against the quality of any products sold to a customer. Now should you sell an item to a customer and this item then injures them? They are within their rites to take out a claim against your business for selling them a dangerous product.

As a business owner, it is your responsibility to ensure everything you sell is of the standards set out especially when it comes to making sure they are safe. Not having this insurance can land you in deep water when it comes to legal fees and damages.

Product liability insurance will cover those costs and compensation. This insurance is especially important for manufacturers of products. As they could

fall into trouble with both their customer and the customer of theirs, for selling a product that has not met health and safety standards.

PUBLIC LIABILITY INSURANCE

When running a business it is also very important to consider protection for when a third party injured on the work premises. These third parties are usually customers of those wanting the service or good you are providing.

If a member of the public is injured or in a worst-case scenario dies whilst on your business premises. You can expect to receive a compensation claim.

Public liability insurance will cover you for any legal fees, compensation,

medical treatment and transportation costs that can be incurred by health services for the person involved.

This type of insurance is typically important for businesses such as nurseries and schools, where you are having to deal with a lot of third party members. Such as children and parents. Having this cover will protect your business financially as compensation can be quite high. Also, you want to protect the general public against any difficult circumstances caused by your business.

FLEET INSURANCE

Depending on the type of your business. You may be required to have multiple vehicles in order for employees to do their

work.

Fleet insurance is for when you need multiple vehicles covered under one policy. Fleet insurance can be taken out for as little as 2 cars. It is important to have fleet insurance to ensure that all your vehicles are covered should any accidents happen on the road.

Also with fleet insurance, you can typically insure multiple drivers on the same policy. Most policies are tailored to suit your business model and your employees.

Fleet insurance will cover you for costs incurred by legal fees, compensation, repairs or replacements of any vehicles damaged. Also covered are any third-party damages that can occur. ■

YORKSHIRE & HUMBERSIDE



A small selection of businesses for sale in Yorkshire & Humberside. For further information call 01204 556 300.

FOR SALE



Well established & modern hairdressing business

Leeds, West Yorkshire
Ref: B05564 • £24,995 +SAV

FOR SALE



Fish & Chip Shop

Keighley, West Yorkshire
Ref: B05647 • £119,995 +SAV

FOR SALE



Café

Wakefield, West Yorkshire
Ref: B05758 • £54,995 +SAV

FOR SALE



Ice Cream Parlour

Doncaster, South Yorkshire
Ref: B05740 • £59,995 +SAV

FOR SALE



Family Butchers

Huddersfield, West Yorkshire
Ref: 14215 F • £24,995 +SAV

FOR SALE



Substantial Convenience Store

Mexborough, South Yorkshire
Ref: B05377 • £45,995 +SAV

FOR SALE



Award winning Bistro

Sheffield, South Yorkshire
Ref: B05682 • £79,995 +SAV

FOR SALE



Village Shop

Grimsby, South Humberside
Ref: B05688 • £175,000 +SAV

FOR SALE



Beautifully presented Hotel

Thirsk, North Yorkshire
Ref: 13857 A • £499,999 +SAV

FOR SALE



Long standing Takeaway

Doncaster, South Yorkshire
Ref: B05521 • £49,500 +SAV

FOR SALE



Ladies Boutique

Sheffield, South Yorkshire
Ref: B05439 • £29,999 +SAV

FOR SALE



Traditional Tearoom styled Café

Grimsby, South Humberside
Ref: B05451 • £56,500 +SAV

FOR SALE



High quality Dry Cleaners

Leeds, West Yorkshire
Ref: 3022-C F • £59,995 +SAV

FOR SALE



Well established Newsagents

Leeds, West Yorkshire
Ref: B05321 • £37,500 +SAV

FOR SALE



Popular Café

Keighley, West Yorkshire
Ref: B05585 • £449,995 +SAV

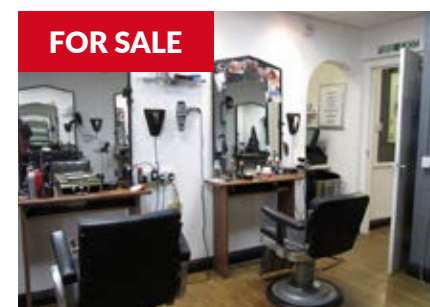
FOR SALE



Fish & Chip Shop

Doncaster, South Yorkshire
Ref: B05209 • £54,995 +SAV

FOR SALE



Barbers/Hairdresser

Normanton, West Yorkshire
Ref: B05628 • £39,995 +SAV

FOR SALE



Freehold Guest House

Scarborough, North Yorkshire
Ref: 2940 A • £819,995 +SAV

NORTH WEST OF ENGLAND

A small selection of businesses for sale in the North West of England. For further information call 01204 556 300.



Real Ale House
Darwen, Lancashire
Ref: B05496 • £59,995 +SAV



Car Accessories
Preston, Lancashire
Ref: 14746 H • £29,995 +SAV



Sandwich Shop
Bury, Lancashire
Ref: B05830 • £24,995 +SAV



Popular Florist
Merseyside
Ref: 1787-C D • £35,000 +SAV



Popular Café
Ashton-Under-Lyne, Lancashire
Ref: B05424 • £35,000 +SAV



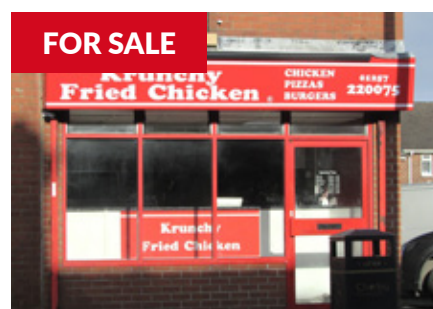
Vape Supply Shop
Bury, Lancashire
Ref: B05300 • £19,995 +SAV



Fine Dining Restaurant
Liverpool, Merseyside
Ref: B05311 • £64,995 +SAV



Fish & Chip Shop
Winsford, Cheshire
Ref: B04868 • £69,950 +SAV



Popular Takeaway
Chorley, Lancashire
Ref: B05823 • £64,995 +SAV



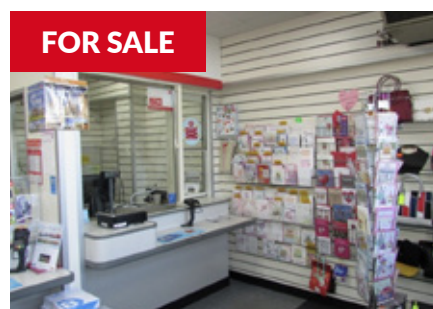
Hair & Beauty Salon
Lancaster, Lancashire
Ref: B05644 • £29,995 +SAV



Off Licence & General Store
Oldham, Greater Manchester
Ref: 14434 D • £125,000 +SAV



5-Star Rated Takeaway Business
Ashton-Under-Lyne, Lancashire
Ref: B05649 • £17,500 +SAV



Busy Post Office
Blackburn, Lancashire
Ref: 14683 I • £99,999 +SAV



Guest House
Blackpool, Lancashire
Ref: 14068 H • £199,995 +SAV



Fish & Chip Shop
St. Helens, Merseyside
Ref: B05127 • £89,995 +SAV



Window & Door Specialists
St. Helens, Merseyside
Ref: B05304 • £239,950 +SAV



Tapas Restaurant
Sale, Cheshire
Ref: B05148 • £99,995 +SAV



Coffee Shop
Wirral, Merseyside
Ref: B05617 • £199,995 +SAV


[Buying a bakery >](#)

OWNERS OF CLEVELEYS' FAVOURITE BAKERY HANG UP THEIR APRONS

Owners of a family-owned bakery in Cleveleys are hanging up their aprons and looking forward to a well-earned retirement with more time to devote to their growing family.

Story: Recognition PR

FOR SALE



Traditional Bakery

Thornton-Cleveleys, Lancashire
Ref: B05587 • £374,995 +SAV

The sale of Taylors of Cleveleys will end a three-generation link with the family, who are popular for their recipes dating back to 1947. Current owners, Julia McDonald, and her siblings, Andrew Taylor and Catherine Hughes inherited the business from their parents in 1977. Business Broker Hilton Smythe is marketing the independent bakery at £374,995 +SAV.

Originally called Whittakers, it was bought by the current owners' grandparents, Mary and Phillip Whittaker, 73 years ago. The pair moved to Thornton-Cleveleys from Great Harwood with their four children and bought the bakery, which rapidly built up an excellent reputation.

The current owners' parents, Jeanie and Geoff Taylor, met at Blackpool Bakery School before joining the business when

Phillip and Mary Whittaker retired in 1963, changing the name to G&J Taylors. Julia McDonald, owner of Taylors of Cleveleys, said: "Our family have always taken the art of baking seriously. We are so proud of our grandparents' recipes and it has been an amazing experience watching our produce evolve and diversify over the years.

"We are always busy, and we are unable to dedicate lots of time to our families as we all have grandchildren now. The business has a lot of wonderful history and memories, but we are ready to hand the keys over to a new owner now.

"It is sad that it has come to an end, but we have concluded our story with a happy ending, as, last year, we served more than 1,000 portions of our famous hot pot before making 150 Christmas

dinners for the elderly!"

Gareth Smyth, CEO of Hilton Smythe Group, said: "Family businesses are the cornerstone of the high street, and it is always a privilege to be able to find the perfect new owners for the future.

"A bakery is a fantastic business as it takes skill and creativity to run and sits at the heart of the community.

"I wish Julie, Andrew and Catherine the best in their retirement and I'm delighted they're trusting us to find a safe pair of hands to take over."

The owners are offering a handover period to ensure the continued success of the turn-key business.

Julie added: "Hilton Smythe have been incredibly helpful in getting the bakery on the market. We're looking forward to seeing who will be the next bakers to build on Taylors' already fantastic reputation." ■



Left to right: Catherine Hughes, Julia McDonald and Andrew Taylor.

THE EAST, SOUTH EAST & LONDON



A small selection of businesses for sale in the South East of England. For further information call 01204 556 300.

FOR SALE



Beautifully presented Hotel & Public House

Harleston, Norfolk
Ref: B05436 • £795,000 +SAV

FOR SALE



Convenience Store

Colchester, Essex
Ref: B04884 • £64,995 +SAV

FOR SALE



Butchers Shop & Delicatessen

Dereham, Norfolk
Ref: B04746 • £149,999 +SAV

FOR SALE



Kebab & Fish Bar

Dartford, Kent
Ref: B04610 • £59,999 +SAV

FOR SALE



Butchers

Thornton Heath, Surrey
Ref: B05633 • £29,995 +SAV

FOR SALE



Coffee Shop & Bistro

Fakenham, Norfolk
Ref: B04502 • £49,995 +SAV

FOR SALE



Well established Bakery

Tunbridge Wells, Kent
Ref: B05543 • £119,995 +SAV

FOR SALE



Beauty Spa

Brixton, City of London
Ref: B05751 • £199,950 +SAV

FOR SALE



Restaurant/Takeaway

Ely, Cambridgeshire
Ref: 14498 I-C • £84,995 +SAV

FOR SALE



Dry Cleaners & Florist

Maidstone, Kent
Ref: 14022 J • £109,995 +SAV

FOR SALE



Coffee Shop

East Grinstead, West Sussex
Ref: B05480 • £89,950 +SAV

FOR SALE



Sandwich Bar & Café

London, City of London
Ref: B05063 • £99,950 +SAV

FOR SALE



Models & Toys Store

Stowmarket, Suffolk
Ref: 13881 J • £24,995 +SAV

FOR SALE



Takeaway

Westcliff on Sea, Essex
Ref: B04782 • £94,995 +SAV

FOR SALE



Indian Restaurant

Norwich, Norfolk
Ref: B05326 • £60,000 +SAV

FOR SALE



Café

Tunbridge Wells, Kent
Ref: B05163 • £124,950 +SAV

FOR SALE



Large Restaurant

London, City of London
Ref: B05468 • £220,000 +SAV

FOR SALE



Newsagent/Convenience Store

London, City of London
Ref: B04372 • £135,000 +SAV

BUYER BEWARE IS THE BOTTOM LINE WHEN ACQUIRING A COMPANY

Before you take that leap it is essential that precautions are taken to make sure you don't buy a lemon.

Story: Gareth Smyth, CEO of Hilton Smythe Group

The idea of embarking on a new path can seem like a daunting one, especially when it comes to business acquisition. Maybe you've seen one of your associates purchase their dream business and take the leap and you're still fearing the uncertainty. As a leading business broker, we've had many years of experience in helping people become entrepreneurs by buying already reliable businesses. We're here to help with any uncertainty by giving you the precautions and buyer beware.

As Benjamin Franklin, one of the founding fathers of the United States of America, once famously said 'failing to prepare is preparing to fail'. While Benjamin Franklin died more than two hundred years ago, his words of wisdom still hold true for people from all walks of life. However, it should be a mantra particularly adopted by all those who run business because without a doubt proper

planning is fundamental to success.

When it comes to buying a business, it is essential that precautions are taken to make sure you don't buy a lemon because when a deal goes bad and collapses it can leave a very bitter taste. It is a common misconception that the bulk of the hard work is over once you have pinpointed a company to buy that fits in with your business ambitions and dreams.

But this is far from the truth, as to ensure you don't get caught out, much further time, thought, effort, research, and organisation needs to be employed before a deal is agreed and all parties are ready to sign on the dotted line.

INVESTIGATING THE BUSINESS

The compilation of all the information gleaned from this detailed trawl through a company's set-up is pivotal to the purchaser's business advisers being

able to draft a comprehensive report on whether the deal is a sound one.

In addition, if the management team is to be retained its members should be stress-tested for their competency and suitability.

Also requiring scrutiny are any potential environment issues, operational characteristics, such as supply chain management, production processes and cost analysis, and the viability and constitution of the pension scheme.

Background Intelligence obtained during the due diligence process help both the buyer and the target company to draft appropriate merger and acquisition paperwork and other appropriate ancillary documents.

It also plays a vital in part negotiating the right value for both parties, based on the legal obligations of the target company.

Due diligence also can determine what a buyer may need to protect themselves in the form of warranties and indemnities required to ensure any statements or information upon which they have relied are contractually enforceable.

And last but not least, if due diligence throws up a catalogue of corporate horrors, a potential buyer will have sufficient information to justify walking away before any financial harm is done to them and their commercial interests. ■



Know your due diligence

It is imperative that a perspective buyer and their business advisers carry out financial and legal due diligence, which is a comprehensive appraisal of a business to establish its assets and liabilities, evaluate its commercial potential and pinpoint any potential pitfalls.

GOING INTO MORE DETAIL WHAT IS THE POINT OF DUE DILIGENCE?

- To identify any areas of risk of which the buyer currently is unaware
- To confirm the reasonableness of the financial data provided by the seller
- To assist the buyer with assessing the correct price is being paid
- To pinpoint what warranties and indemnities may be required from the seller
- To assess the level of ongoing working capital (funding) required
- To allow the buyer to create post completion plans for management and strategy
- To test any 'synergy' benefits assumed by the buyer in respect of the acquisition
- To check for any inconsistencies in information.

The process of due diligence should include a detailed search of public information sources, meetings with the seller and their management team, access to financial records, audits, tax files and financial forecasts and a

collation and analysis of all the attained information as a precursor to further questioning the seller and its executives if necessary.

It also should investigate other aspects of a target company such as the title to business assets, intellectual property rights, share capital and shareholders, legal compliance, contacts, pensions, tax and data, employees, legal compliance and data protection.

It is not only smaller concerns that can be caught out by not doing the requisite checks.



HP'S MISCOMPUTATION

Computer giant HP had to drop the bombshell, when announcing its financial results for 2012, that it had lost \$5bn when it bought software company Autonomy as there were inaccuracies in income statements, balance sheets and cash flow information.

WALES & THE MIDLANDS

A small selection of businesses for sale in Wales & The Midlands. For further information call 01204 556 300.



FOR SALE

**Public House**

Rhyl, Clwyd
Ref: B05474 • £449,995 +SAV

FOR SALE

**Café**

West Bromwich, West Midlands
Ref: B05845 • £39,000 +SAV

FOR SALE

**Restaurant**

Stourbridge, West Midlands
Ref: B05855 • £64,500 +SAV

FOR SALE

**Water front Restaurant**

Swansea, West Glamorgan
Ref: B04567 • £295,000 +SAV

FOR SALE

**Hotel in seaside location**

Llandudno, Gwynedd
Ref: B05020 • £399,999 +SAV

FOR SALE

**Unisex Hair Salon**

Dudley, West Midlands
Ref: B04103 • £44,999

FOR SALE

**Florist**

Cheltenham, Gloucestershire
Ref: B05085 • £89,995 +SAV

FOR SALE

**Family run Bakery**

Atherstone, Warwickshire
Ref: B05263 • £749,995 +SAV

FOR SALE

**Busy Coffee Shop**

Dolgellau, Gwynedd
Ref: B05120 • £299,995 +SAV

FOR SALE

**Dry Cleaning Business**

Rugby, Warwickshire
Ref: 14776 A • £19,999 +SAV

FOR SALE

**Hair & Beauty Salon**

Birmingham, West Midlands
Ref: B05828 • £29,999 +SAV

FOR SALE

**Bespoke Cake Making**

Bridgnorth, Shropshire
Ref: B05631 • £29,999 +SAV

FOR SALE

**Restaurant**

Carmarthen, Carmarthenshire
Ref: B05856 • £120,000 +SAV

FOR SALE

**Hotel & popular Pub**

Treorchy, Rhondda Cynon Taff
Ref: 14448 H • £265,000 +SAV

FOR SALE

**Highly rated Restaurant**

Llandudno, Gwynedd
Ref: B05623 • £124,995 +SAV

FOR SALE

**Sandwich Bar & Takeaway**

Birmingham, West Midlands
Ref: B04124 • £194,995

FOR SALE

**Convenience Store**

Tipton, West Midlands
Ref: B04706 • £144,995 +SAV

FOR SALE

**Café & Deli**

Leicester, Leicestershire
Ref: B05330 • £95,000

SCOTLAND & THE NORTH EAST



A small selection of businesses for sale in Scotland & the North East of England.
For further information call 01204 556 300.

FOR SALE

**Farm Shop**

West Linton, Peeblesshire
Ref: B05834 • £49,950 +SAV

FOR SALE

**Authentic French Patisserie**

Edinburgh, City of Edinburgh
Ref: B04896 • £85,000 +SAV

FOR SALE

**Organic Café**

West Linton, Peeblesshire
Ref: B05835 • £44,950 +SAV

FOR SALE

**Restaurant & Pub**

Lanark, South Lanarkshire
Ref: 14599 F • £269,000 +SAV

FOR SALE

**Chippy**

Whitley Bay, Tyne and Wear
Ref: B05270 • £18,000 +SAV

FOR SALE

**Fish & Chip Restaurant**

Redcar, Cleveland
Ref: B05224 • £59,995 +SAV

FOR SALE

**Photographic solutions business**

Perth, Perth & Kinross
Ref: B04382 • £59,950 +SAV

FOR SALE

**Pub with function room**

Ashington, Northumberland
Ref: 2989 A • £619,995 +SAV

FOR SALE

**Restaurant/Bistro/Cocktail Bar**

Hartlepool, Cleveland
Ref: B05695 • £260,000 +SAV

FOR SALE

**Café**

Falkirk, Stirlingshire
Ref: B05491 • £24,950 +SAV

FOR SALE

**Pub & Restaurant**

Hexham, Northumberland
Ref: B05795 • £499,950 +SAV

FOR SALE

**Boutique Guest House**

Morpeth, Northumberland
Ref: B05704 • £574,995 +SAV

FOR SALE

**Indian Restaurant**

Livingston, West Lothian
Ref: B05770 • £39,999 +SAV

FOR SALE

**Butchers with modern bakehouse**

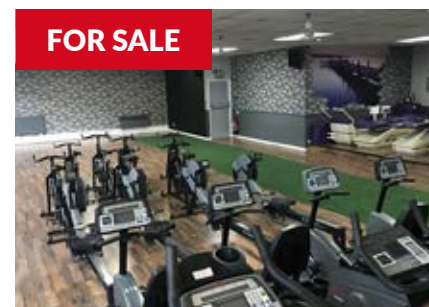
Kirkcaldy, Fife
Ref: 14795 A • £600,000 +SAV

FOR SALE

**Fish & Chip Shop**

Auchterarder, Perthshire
Ref: B05690 • £484,999 +SAV

FOR SALE

**Female Gym**

Gateshead, Tyne and Wear
Ref: 14620 H • £44,995 +SAV

FOR SALE

**Town Centre Café**

Darlington, County Durham
Ref: 14024 A • £49,950 +SAV

FOR SALE

**Salon business**

Newcastle upon Tyne
Ref: B05466 • £24,950 +SAV

SOUTH WEST ENGLAND



A small selection of businesses for sale in the South West of England. For further information call 01204 556 300.

FOR SALE



Wood burning stove installation business

Chichester, West Sussex
Ref: B05412 • £99,995 +SAV

FOR SALE



Car Dealership

Bridgwater, Somerset
Ref: B05355 • £49,995 +SAV

FOR SALE



Restaurant & Takeaway

Bristol, Avon
Ref: B05670 • £80,000 +SAV

FOR SALE



Fish & Chip Shop

Weston-super-Mare, Somerset
Ref: 2580 H • £44,950 +SAV

FOR SALE



Café

Southampton, Hampshire
Ref: B05064 • £59,995 +SAV

FOR SALE



Italian Bistro

Bath, Somerset
Ref: B04594 • £80,000 +SAV

FOR SALE



Used Car Dealership

Bridgwater, Somerset
Ref: B05843 • £29,995 +SAV

FOR SALE



Fish & Chip Shop

Portsmouth, Hampshire
Ref: 14134 I • £139,950 +SAV

FOR SALE



Auto Spares & Repairs Shop

Bridgwater, Somerset
Ref: B04324 • £34,995

FOR SALE



Carpets Business

Penzance, Cornwall
Ref: B04759 • £175,000 +SAV

FOR SALE



Thai Restaurant

Sherborne, Dorset
Ref: B05320 • £210,000 +SAV

FOR SALE



Butchers

Fareham, Hampshire
Ref: 14245 I • £79,950 +SAV

FOR SALE



Family Butchers

Chulmleigh, Devon
Ref: B05170 • £154,995 +SAV

FOR SALE



Card & Gift Shop

Barnstaple, Devon
Ref: B05592 • £24,995 +SAV

FOR SALE



Butchers

Bristol
Ref: B05769 • £335,000 +SAV

FOR SALE



Convenience Store/Newsagents

Helston, Cornwall
Ref: 13434 I • £249,999 +SAV

FOR SALE



Newsagents/Card Shop

Sherborne, Dorset
Ref: B04254 • £175,000 +SAV

FOR SALE



Hair & Beauty Salon

Lymington, Hampshire
Ref: B05294 • £49,950 +SAV

BUYING YOUR FIRST PUB OR HOSPITALITY BUSINESS?



Essential advice for those looking to raise commercial finance to grow their business, buy a commercial property or buy a business.

Story: Gareth Smyth, CEO of Hilton Smythe Group

Gareth Smyth is CEO of Hilton Smythe Group, which has a finance brokering department Hilton Smythe Finance.

GARETH SAYS:

"If you go to a bank for a loan, you will generally be assessed on three criteria: the cash contribution you can make, the equity you will own, and your experience in the industry. The bank will usually want two of the three points to be met before they will agree to lend you money.

"In terms of your cash contribution, you may be required to provide close to 50 percent of the start-up costs, and this will be slightly less if it's a freehold pub. If the start-up costs are modest, up to

£50k, assuming two people are involved, there are schemes where 100 percent of the cash is available as a business loan.

"Money has never been as cheap to borrow and so now, while the interest rates are low, it is a great time to get the best deals on interest rates. But be warned, lots of banks will reject pubs as a general trade to invest in, so don't be disheartened if one or two lenders refuse to lend you money. That's where a broker can help."

To those looking to increase their hospitality business portfolio, Gareth says:

"Make sure your accounts are in order and profitable. This will give any lenders

the opportunity to see your proven track record with running similar businesses and demonstrate that you will be a safe investment.

"Have a clear plan on how adding to your portfolio is going to improve profit through increased sales and synergy cost savings. You should put together a detailed business plan to present to lenders so they can understand why buying another business is the next logical step for you.

"Sometimes the breweries will offer special types of loans which can be quite beneficial. Keep an open mind about how you can raise the funds to expand and remember you don't necessarily have to rely on one form of funding; you can combine a few different avenues to help fund your empire."

HILTON SMYTHE FINANCE

Whether it's a small unsecured loan, through to a complex secured facility we can create a bespoke solution to help you with your business goals and aspirations.

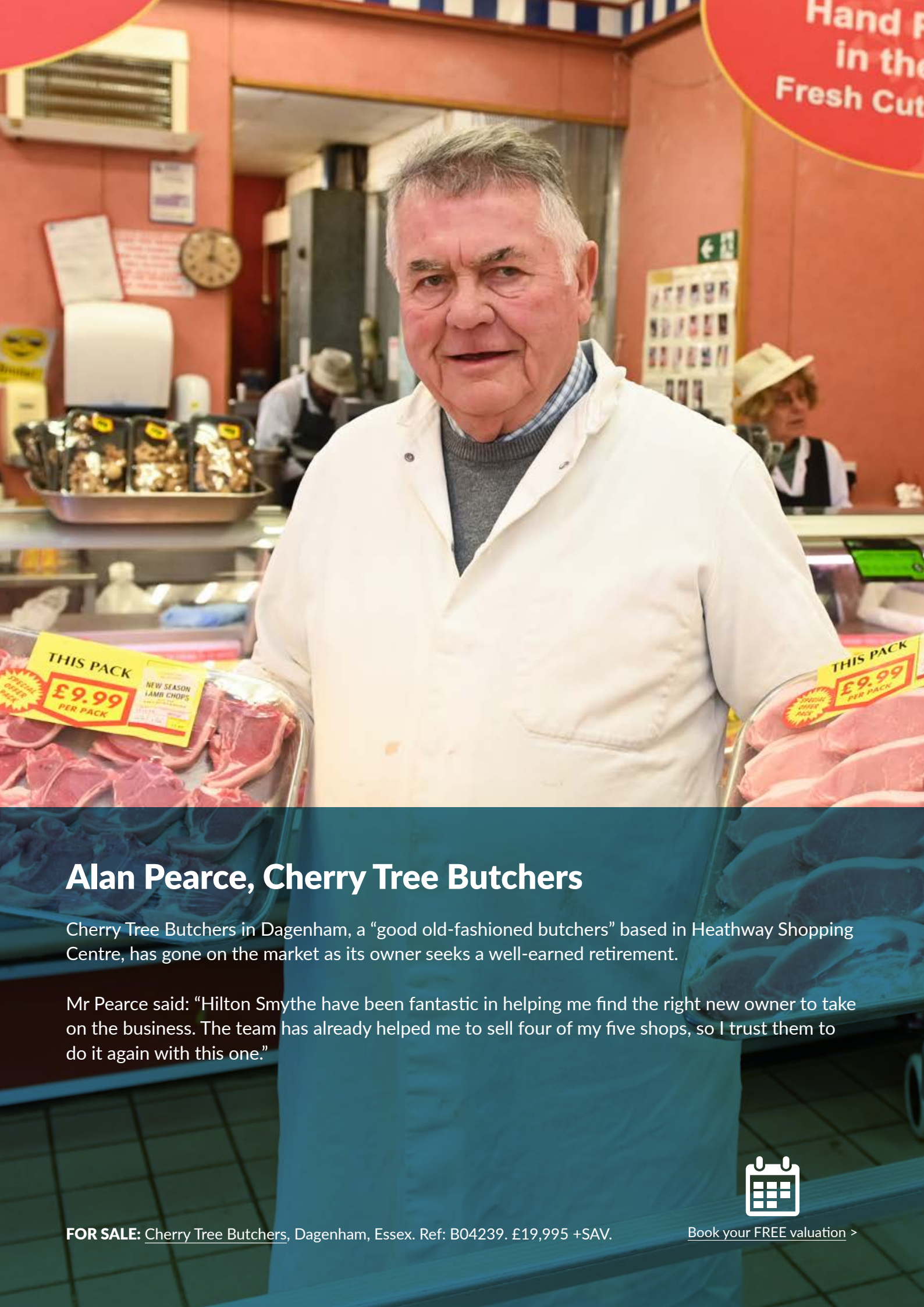
If you want to find out more then [get in touch](#) about your commercial financial needs. ■

LOCAL KNOWLEDGE. NATIONAL PRESENCE.

Looking for your dream business?

We have hundreds of [businesses for sale](#) at any one time, so check out our listings for the latest opportunities, our team would be delighted to help you find your dream business.





Alan Pearce, Cherry Tree Butchers

Cherry Tree Butchers in Dagenham, a “good old-fashioned butchers” based in Heathway Shopping Centre, has gone on the market as its owner seeks a well-earned retirement.

Mr Pearce said: “Hilton Smythe have been fantastic in helping me find the right new owner to take on the business. The team has already helped me to sell four of my five shops, so I trust them to do it again with this one.”



FOR SALE: Cherry Tree Butchers, Dagenham, Essex. Ref: B04239. £19,995 +SAV.

[Book your FREE valuation >](#)