



# SELLING A BUSINESS WITH HILTON SMYTHE



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# KEY HIGHLIGHTS



**Over £1 billion\***

Combined value of businesses we have advised since 2011.



**Top 10 Worldwide Adviser**

2021 Refinitiv Global M&A Small-Cap Financial Advisory league tables.



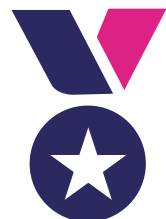
**Over 1,100**

Completed deals since 2011.



**Specialist Team**

Dedicated to you and your business.



**Gold Trusted Service Award**

Feefo 2021/2022.



**Outstanding Employer 2022**

Best Companies.

Date accurate at time of print 17/06/2022. \*This figure is taken from businesses we have advised and listed for sale.

# ABOUT HILTON SMYTHE

**HILTON SMYTHE DO MORE THAN JUST SELL BUSINESSES.** As one of the nation's most trusted Business Advisers, we help thousands of people buy, sell and grow their businesses, operating in most sectors, throughout the UK. As such, our portfolio runs the gamut of industries, a fact mirrored in our ability to offer highly specialised expertise across a range of sectors.

**GARETH SMYTH**, CEO, Hilton Smythe Group.





# EXPERIENCE TO DELIVER



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## Do you have a question?

Our experienced team are on hand to answer any of your questions. Alternatively visit our FAQ's section at the back of this brochure.

# WHY CHOOSE HILTON SMYTHE

At Hilton Smythe, we deliver the best possible deal for our clients, whether buying, selling, or growing businesses.

In doing this, we make it a point of principle to understand businesses in as great a depth as possible. As such, we stress the importance of communicating with a client about their history, requirements, and of course, business goals. Where competitors may see the businesses they exchange as a means to an end, we take a personal approach, understanding clients as individuals, and so stress the importance of a bespoke service.

## MORE THAN A BROKER – ADVISERS WITH EXPERIENCE

We've seen thousands of businesses change hands, and as such, have built a personal network of businesses that span nearly every industry. On the back of our insight, we have developed an almost instinctive sense of when a business is best placed to enter the market.

After booking a valuation, you may still be tentative about the selling process, or whether selling is even the best route to pursue. We make it a point of principle to consult with businesses, and use both our know-how, research, and data, along with information provided to provide a friendly discussion about a client's options. If you choose to proceed with a sale, we will deliver strategies that work.

All buyer enquiries are handled by your experienced Sales Negotiator, and they can arrange viewings at a convenient time to suit you. Our highly trained, specialised Sales Progression Team will see your sale through to legal completion as quickly and as pain-free as possible.



"I have to say Karen was my saviour when it came to completing the sale of buying Seraphim. She helped me through the whole process and nothing was too much trouble."



"We were sold and out of the café within 6 months of giving them our business. The quality of the advertisements and the ongoing support we received through the sale was second to none."

Some reviews above are edited for brevity and spelling/punctuation. All are currently live on Feefo and Google Reviews.

# INDEPENDENT FINANCE FROM HILTON SMYTHE

At Hilton Smythe, we have our very own independent finance company 'Hilton Smythe Finance' who have many years experience in all aspects of commercial and corporate finance and are well positioned to provide the ideal business loan solution to match the buyers needs.

## WHAT HILTON SMYTHE FINANCE CAN OFFER:



An Expert and knowledgeable team with many years' experience in dealing with business, commercial and corporate finance.



Whole of market approach to get the best terms and rates helping to fund the purchase of a business or property.



A dedicated manager who gets to know what the client needs to assist with all their financing needs.



A range of financial services, from small unsecured loans to larger more complex secured loans.

# OUR 'SIX STEP STRATEGY' FOR SELLING BUSINESSES



## 1. CHOOSE YOUR MARKETING PLAN

We recognise that no two businesses are the same, that's why we'll tailor our marketing approach to your business. Our aim is to make as much money as possible for you, as quickly as possible. We have a wide range of advertising options designed with you and your business in mind. It's all about being seen, which means we need to put your business in front of the right people, at the right time.



## 2. GIVE US THE GO-AHEAD

Once we agree the initial asking price, advertising required and any additional services you may need, we will need the go ahead from you. Once we are instructed, we can have your adverts up and running in just a few days. We know from experience that we need to get your business out in front of the right people as quickly as possible.



## 3. ARRANGE VIEWINGS

We will arrange viewings at a convenient time for both you and the potential buyer. Your experienced Sales Negotiator will obtain feedback from viewings and either negotiate any offers to ensure you get the best deal or recommend improvements to gain more interest from other prospective buyers.



## 4. NEGOTIATE THE BEST TERMS

Your experienced Sales Negotiator will work towards negotiating the right deal for you. Taking your needs into consideration, we will always try to get the best terms we can to ensure maximum gain when selling your business. Our Sales Negotiators are highly trained and are on hand to help with advice, ensuring we maximise interest levels, through to recommending the best legal Advisers and other professionals you may need to use along the way.



## 5. LEGAL COMPLETION

We have a highly trained, specialised, and dedicated Sales Progression Team whose job it is to see your sale through to legal completion as quickly and as pain free as possible. Our aim is to bring an agreed sale and progress to completion as quickly as possible. Our Sales Progression Team have seen it all and so will be on hand to suggest solutions to any problems that may occur during the legal stages of the sale.



## 6. MONEY IN THE BANK

Take some time before spending the profits from the sale. Avoid spending any profits too hastily, to make sure you have enough money to pay any tax bills. Remember, selling your business isn't the only way to move on from it – there are various other exit strategies you could consider. Talk to your accountant about which of them is best suited to your personal circumstances and goals.

As one of the UK's leading business brokers, selling businesses is what we do. With our highly effective marketing tools, local knowledge, and national presence we can present your business to the right potential buyers. Whether you plan to retire, buy another business, or do something completely different, we can help you achieve your goal sooner than you might think.

One of the main advantages of selling your business with us is our database of tens of thousands of active, registered buyers. It's this data-driven focus, combined with our wealth of connections, built up from years in the industry, that informs our 'six step strategy' for selling businesses.



# HOW WE ADVERTISE YOUR BUSINESS

To fully ensure your business gets the exposure it requires, we also advertise with the major business listing websites. We will discuss which ones are best for you business as part of the marketing strategy. Working in tandem with businesses, we tailor the marketing as appropriate, using the platforms and methods as available to produce maximum interest levels from prospective buyers.

## THESE INCLUDE:

**dealopportunities.co.uk**  
the UK marketplace for company sales

**19,250+**

professionals, company shareholders, directors and high net worth individuals receive email alerts of the new opportunities.

**BusinessesForSale.com**

**1.3 million**

business buyer visits every month.

**11.1 million**

average page views per month.

**Rightbiz**

**7.2 million**

active views.

**266,617**

enquiries received.

**ZOOPLA**

**50 million**

visits a month.

**rightmove**

**130 million**

visits a month.

# HOW WE FIND YOUR BUYER



## Matching & Email

Our bespoke software system matches your business to tens of thousands of active registered buyers at every opportunity alerting them to your business.



## Online Portals

Our online advertising ensures you are in front of the right people at the right time. We can tailor our marketing to match the unique demands of your business.



## For Sale Board

Highly recommended for businesses where confidentiality is not an issue. Generates a significant number of additional enquiries from prospective buyers.



## Hilton Smythe Website

Designed with buyers in mind, our site allows users to easily search for businesses. We rank highly on the top search engines such as Google for key search terms.



## Social Media

We are active across all major social platforms attracting as many buyers as possible for your business.



## Investment in Technology

We are the first agents to invest in a software called LeadPro. This software helps our Sales Negotiator identify the best possible buyers for your business.

# HILTON SMYTHE'S SUCCESS



## HOW HILTON SMYTHE CAN MAKE A DIFFERENCE WHEN BUYING AND SELLING A BUSINESS

At Hilton Smythe we pride ourselves on being able to find perfect new owners to enable established and well-loved businesses to continue to thrive when the current owners decide to take a new direction in life. A good example of this is Café G, an artisan kitchen and coffee house in Dulwich, South London, and Gymboree, which offers sensory baby play combining music and movement.

Not only did we find one buyer for both businesses but we quickly took on board the full financial picture and with this in-depth understanding of the buyer's circumstances, we were able to submit a lending proposal to a high street lender that meant the client was able to borrow enough to acquire both businesses.

The deal was not a straight forward one and its complexities demonstrates the synergy that exists between buying a business through Hilton Smythe and how help also is readily available with the money side of a transaction via Hilton Smythe Finance.

"They found one buyer for the sale of two businesses! The team were quick to resolve issues and the whole process was quite seamless. Thank you to the team!"

**Sellers of Café G and Gymboree.**

This showcases how the experts in our sales and finance divisions can make a real difference by working in tandem to get the best outcomes for both sellers and purchasers, as well as making the transaction run as smoothly and efficiently as possible.

Both the sellers, Debbie and Charlotte, and the buyer were very happy with the outstanding level of service that Hilton Smythe and Hilton Smythe Finance had provided. In fact, the sellers were so pleased that they sent a thank you card, flowers and a luxury hamper to the staff at Hilton Smythe that had worked so hard on their behalf.

# REPUTATION IS DRIVEN BY YOU

We believe our reputation to be of up-most importance. We collect reviews from Feefo\* and Google Reviews\* and the majority of our reviews are five stars, demonstrating that we offer a stellar service from start to finish.



"Brilliant professional business, everyone that I dealt with were courteous, highly efficient and made the whole process stress free."



"Rebecca has been an absolute joy to work with. She is always there at the other end of the phone to answer any questions and concerns."



"I knew nothing about selling a business and Hilton Smythe showed me the way and I sold for a good price really quickly. Thank you."



"Fantastic team at Hilton Smythe, Excellent service from start to finish especially from Karen who kept me updated on everything as it happened."



"We were kept updated regularly and told about all interest in our business, I would recommend Hilton Smythe to anyone."



"I sold my e-commerce site with Hilton Smythe and I am satisfied with the final result. I would have no hesitation in using their services again."

\*Some reviews above are edited for brevity and spelling/punctuation. All are currently live on Feefo and Google Reviews.



# A SELECTION OF COMPLETED SALES

You can see all of our sold businesses on our website at:  
[www.hiltonsmythe.com/recently-sold-businesses/](http://www.hiltonsmythe.com/recently-sold-businesses/)



**SOLD**

## THE PANTRY GRANTHAM, LINCOLNSHIRE

Established by our client in 2013, this multi-facet business was being sold due to poor health.

Sale completed within 2 months from offer accepted.

5 Leasehold Offers with lots of viewings.



**SOLD**

## OAKLEY'S GRILL AND PIZZERIA SKIPTON, NORTH YORKSHIRE

The business was established in 2009 and was sold due to our clients' desire to relocate abroad.

6 months of marketing to find the right buyer, one viewing, one offer, then sale agreed. Once the offer was made it took 2 months to complete.



**SOLD**

## M&S STORES FLIMBY, CUMBRIA

The business was established in 2002 and was sold due to our clients' desire for a well-earned retirement.

Received 12 viewings and 10 offers.

Completed within 5 months of finding a buyer.



**SOLD**

## THE TRADERS PIT STOP GLASGOW, SCOTLAND

The business was sold due to our clients' desire to take a well-earned break.

The business was being advertised with another agent but we did the job and sold the business after 4 months.

Full asking price received.



**SOLD**

## BLUEMOON BAGUTTES NEW MALDEN, SURREY

Established in 2012, this popular business was being sold due to the clients' desire to retire.

Sold within 6 months from offer accepted.

The business received 65 enquiries in total (very popular business).



**SOLD**

## THE LOUDOR GUEST HOUSE LINCOLN, LINCOLNSHIRE

Established in 1966, and took over by our client in 2010, they were looking to sell the business, due to the desire to take a well-deserved retirement.

Sold within 6 months from offer accepted.

Still running to this day.



**SOLD**

## AVEDA HAIR SALON FAREHAM, HAMPSHIRE

The business was established in 2010 and was sold due to our clients' desire to concentrate on other business interests.

Viewing, to offer, to sale completed, within 6 months.



**SOLD**

## MASONS BARBER SHOP ASHFORD, MIDDLESEX

Owned and managed by our client for 12 years they were selling due to the desire for a well-deserved retirement.

Offer Accepted within the first 2 months, sale completed within 7 months of coming to market.



# I FAQ'S

## **What information will I need at the valuation meeting?**

The more information we have at the valuation the better! But as a minimum we need your trading accounts, if you are leasing your premises, we need your lease and if you are a franchise we will need a copy of the franchise agreement. Any other information about the business is always a bonus and we will also need a few pieces of documentation to comply with Money Laundering Regulations (see question on ID Checks and money laundering).

## **How do you value a business?**

Valuing a business is quite tricky and more of a science than an art but we use industry recognized methods of indicating the value of the business, based on the assets of the business, the profitability and turnover and compare this against our own sold data. We will take into account factors such as how long the business has been established and the locations of the business, but ultimately a business is only worth as much as someone is willing to pay, but we have developed good systems over the years for placing the best value on a business.

## **How do I instruct you? What are your terms of business?**

We have a standard agreement that contains our terms of business, that we will go through with you. We encourage you to read the terms at your convenience and ensure you are happy with everything. Our agreement is done electronically, so you can sign it after you have reviewed the terms, but if you are struggling or not technically minded, don't worry we are on hand to assist you. As soon as our agreement is signed, you will receive a copy by email for your reference.

## **Can I instruct multiple agents to sell my business?**

Yes, you are able to instruct multiple agents to sell your business but you should carefully read and check the arrangements for fees. It may be the case that you will have to pay multiple agents and not just the one who has sold it. We work on a sole agency agreement, so if we are instructed and under contract when the business sells we will expect to be paid our fees and we want you to be fully aware and comfortable with this.

If you are instructing us after you have instructed other agents we can, if you request us to do, insert an exclusion clause so you don't pay us the success fee if the other agent sells it. To take advantage of this, simply let us know when you are ready to instruct us; you will see the exclusion in the amendments section of our agreement. If the other agent does sell the business for you, simply send us the invoice for their agency or success fees to us.

## **I am already in talks with a purchaser, can I still instruct you?**

Yes, by instructing an agent like us you have two options in relation to your purchaser, we can either take over the negotiations on your behalf and advertise the business to the open market in the same way or we can include an exclusion clause in your agreement that will mean you can continue to negotiate with the purchaser, and will not have to pay our success fee, if that purchaser buys the business from you. Just let us know when you are ready to instruct us and you will see the clause in the amendments section of our agreement.

## **How do I get the best possible price for my business?**

If you are able to plan your exit from the business over a period of time we would advise that you make the business as profitable as it can be, this will help to increase the value of the business. Other things which are much simpler will help us to get the best price such as ensuring things are kept clean and tidy when photos are being taken or when viewings are taking place. Additionally it's a good idea to ensure that everything in your business is in order and being fully utilized, for example social media, customer reviews, processes and procedures. Think as a buyer would do and try to cover off everything you would expect to find as a buyer.

## **What sort of advertising do you do?**

We have a simple strategy to advertising your business, we will get your business in front of as many buyers as we can. We advertise your business on all the websites you would expect us to, (unlike most of our competitors), we will advertise your business on Rightmove, Zoopla and Prime Location at no extra cost (unfortunately we cannot do this for discreet or confidential instructions). Other websites we will comprehensively advertise your business on are Deal Opportunities, BusinessesForSale, Rightbiz and our own website.

## **Can I just give the business, lease or assets away? Maybe to a friend or family member? Without paying a fee?**

As per the terms of our agreement if the assets, lease or the business is gifted or transferred our success fee would fall due. However, we would ask that if you are planning to do this you let us know. We are here to work with you and will take into account all of your circumstances, to deliver the best outcome for you.

## **What should I do if a purchaser comes directly to me? Do I still pay a fee if I do it myself?**

There are occasions where purchasers may come directly to you after seeing our adverts. We stress to purchasers that they should arrange everything through us. But, if someone does come to you directly, please get their name and contact number and pass them on to us, we will deal with them on your behalf. It's only fair that during the period we are advertising, if someone does buy the business then we should be paid our success fee, because it will be as a result of our adverts.

## **What if I go on to sell to someone that you sent me or enquired, after I have cancelled?**

It would obviously be really unfair on us to do all the work in finding a purchaser, and not receive our fee for doing so. So if someone who has enquired through us and they go on to buy the business, even after our agreement has ended we would need to be paid our success fee. If, after your agreement with us has ended, a person who we have sent to you goes on to approach you again, please simply get back in touch with us and we can assist.

## **How long after I have signed up will my adverts go live on the internet? Can I change things on the adverts?**

We will work as quickly as possible to get everything live for you, but as a guide it can take around 5 days from when you have sent us all the information needed. We will send you a copy of your advertisement as we place them on the internet and really encourage you to have a good read over and make sure you are happy with everything. If you do want anything changing, give us a call, we can make as many changes as you like at any time.

## **What happens when someone enquires on my business?**

Once we receive enquiries from potential purchasers we will try to contact them through any method we can do and various times to discuss their interest in your business. If we believe they are serious and credible we will get them in touch with you for a meeting or viewing. We may provide them with further information prior to this such as answering questions or providing details about the trading accounts or lease. We try our very best to strike the balance between making sure we send you enough serious buyer.

## How do you vet buyers?

It's never our intention to send buyers to you who are not serious. We obtain their contact details and ask them questions about their experience in business and ability to purchase the business from a financial point of view. We take this information in good faith and will relay this information to you. We will also ask purchasers to be ready to provide their proof of funds in conjunction with an offer.

### Do you attend viewings?

We do not attend viewings, but we will be in touch shortly after the viewing to find out how everything has gone and answer questions or send further information.

## Do I need a solicitor to sell the business?

We recommended you do use a solicitor however it is entirely up to you; we do have a panel of solicitors we can recommend.

**Are solicitor's fees included within the success fee?**

No this would be an additional cost; Solicitors fees can vary depending on the how the offer is structured.

## What if I don't sell?

You have our commitment that we will continue to advertise your business until it is sold.

### Do assets get added onto the valuation?

It really does depend on the business but usually your assets are needed to make the business run and most times you wouldn't be able to run the business successful if you didn't have the assets. So, assets are usually within the valuation price.

## How long does it take to sell a business?

A very difficult one to answer as we have sales within days and sales within years, we work on an average of roughly 6-12-month time-frame as a realistic figure.

### What happens if my figures increase or decrease?

Send us the new figures and we can reassess the valuation to reflect a true marketing price.

**Where are the terms & conditions before I sign up?**

On the proposal we send you, close to where it says 'Instruct us', you will see a link to 'Click here', this is where the terms & conditions are.

### When is the listing fee payable?

Upon instructing us to sell your business.

### Do I have to do a handover period?

It's entirely up to you most people do and agree something with the new purchaser.

## WHAT NEXT?

## CHECKLIST:

- Choose your preferred marketing plan.
- Read Hilton Smythe's Terms & Conditions.
- Instruct Hilton Smythe.
- Send Hilton Smythe ID and proof of ownership (if not sent).
- Send Hilton Smythe the lease agreement (if not sent).
- Approve your online brochure.
- Get up to date accounts (if not sent).
- Have a welcome call with one of the sales team at Hilton Smythe.

**NOTES:**

## CORPORATE AND SOCIAL RESPONSIBILITY

We're serious about our work in the community. From the work we do with our partner charities, to our goal to reduce our carbon footprint, we take our Corporate & Social Responsibilities seriously. We're members of various trade bodies and associations and are proud to be a living wage employer and we've been awarded a 2 star Best Companies Accreditation for 'Outstanding' levels of Workplace Engagement. We're also proud to be Gold status with Feefo, the independent review site.



**Get in touch today to talk to one of our team about selling your business. We are here to help you whenever you need us.**

**01204 556 300**



**Helping you buy, sell and grow.**

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