



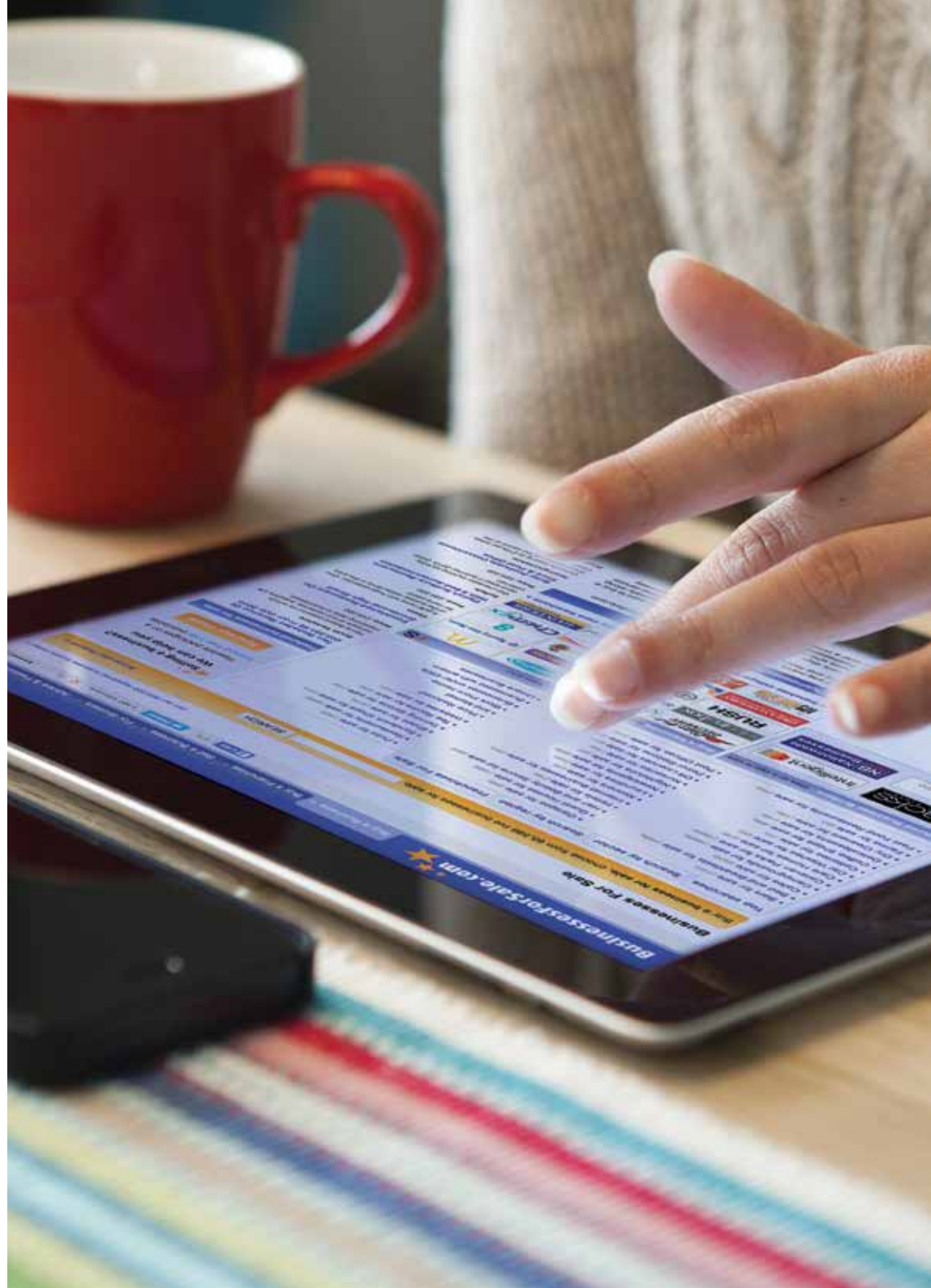
Thinking of moving on?

A GUIDE TO SELLING YOUR BUSINESS

HILTON SMYTHE. BUSINESS BROKERS.



hiltonsmythe
we care more



We are here to help you at every step

We're Hilton Smythe. A different type of business broker. We recognise that selling your business can be an emotional and sometimes a stressful period. Whether you are looking to retire, relocate or simply need to move on, our friendly and expert team is here to help you through every step of the process. Simply put, we care more than other business brokers.

With a wealth of marketing support, our consultants will provide you with an honest appraisal of your business. An appraisal which will deliver the right result. No over inflated asking price giving you little interest in your business, but proven guidance on achieving a mutually agreeable sale price.

This guide is aimed at answering some of the questions you may have about selling your business. We recognise too that sometimes you'll want to speak to someone, that's why our team are here to help you whenever you need.

We care more because you need us to.



hiltonsmythe
we care more

Top tips to consider when choosing a broker

We recognise that choosing an agency to help you sell your business can be a daunting experience. That's why we've created five simple tips to help you make your choice. Don't be afraid to ask questions and don't believe the hype! **Make sure you have all the facts before you make your choice.**



- 1. Don't be 'wowed' by the suggested asking price.** Ask the broker to show you similar businesses that are currently on the market to check that your initial asking price is in the right ballpark.
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- 2. Some brokers may claim that they have hundreds of thousands of registered buyers.** Even Daltons would struggle to quantify these numbers. The size of a broker's buyer database is largely irrelevant if those contacts are not up to date. We cleanse our database every 90 days to ensure we only deal with those actually looking for a business right now.
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3. Ask about withdrawal fees. Lots of brokers are charging a fee even if you do not sell and have served your minimum period. We will not charge you a withdrawal fee if you decide to leave us after the minimum period.



4. Some brokers may claim that they can sell your business in three months. While this is certainly possible, independent figures show that the average time to sell a business is around twelve months. We have sold businesses in as little as seven days whereas others in excess of two years. Each business is different and so nobody can really say how long the process will take. With the right advertising and the right broker, you can significantly increase the chance of selling sooner rather than later.



5. Who are you most comfortable with? After all, selling a business is a big decision; so make sure you're happy with the broker you choose.

"I would definitely use you again, honest throughout, regular updates and approachable. Got my dream of retirement. Thanks guys!"

Mr Wilkinson, Old Oak, Preston



Up front and honest.

Hilton Smythe

We care more

We genuinely do care more. As an independent business our core values are followed every day. We have an open and transparent approach in everything we do. When we began our business, we wanted to put right everything that we felt was wrong or unfair in the industry. We believed that people selling their business deserved more. That's why we invest in our people with training, regular learning and we established clear values for everyone to live and breathe every day.



**Be the Rolls Royce
of our industry.**



**Be creative and
innovative.**



Customer first.



**Take ownership
and deliver.**

Our community support

We're big on supporting good causes and getting our staff involved. Since 2013 we've been supporting the Royal Manchester Children's Hospital Charity, and from 2015, we've supported Charlotte Jennings in celebrating her birthday and her battle with cancer.

www.rmchcharity.org.uk



royal manchester
children's hospital **charity**
supporting excellence in treatment, care and research
Registered charity number 1048274

"I would have no hesitation in recommending you in the future."

Mr Jones, Mount Pleasant, Brighton



More reasons to trust us with your business sale

We think we're different to other agencies. In fact that's our driving force. It's the very reason our founders set up the business. There's no fluff, no false promises, no egos – just good honest advice and good old fashioned customer service.



No withdrawal fee after the minimum period when you sell with us.



We will share both current market and sold data so you know the value is as close to being 'spot on' as possible.



We have local representatives all over the country who are experienced and trained in all sectors, giving you peace of mind.



We offer an all-inclusive legal service. One fee covering everything you need to sell**.

Full terms and conditions apply (see page 14).



We let you pick the advertising that's right for you; with our recommendation of course.



Hilton Smythe will contact you at least once every 30 days with an update; good or bad.

“Very happy with the service, extremely efficient service would happily recommend.”

Mrs Shirley Boote (Seller) Fulltums Café, Durham



Don't just take our word for it

We believe a reputation is driven by customers. That's why we ask our customers to give us their views on Feefo. Feefo will only invite genuine customers who have actually used Hilton Smythe to leave feedback. This ensures that the feedback you read is from real customers who provide valuable information and is not written by clever marketing people to make us look better than we are. Check out all of our reviews by searching Hilton Smythe Feefo on the internet.

Feefo reviews

Extremely helpful staff and professional service from beginning to end.
Would recommend.

Seller of the Anchor Inn, 5 star



Thanks for all of your support. Definitely recommend Hilton Smythe.

Seller of the Countryman, 5 star



We were contacted by Hilton Smythe nearly two years ago by a really pleasant young lady (Karen Smith) who offered their services should we decide to sell our business. From the off it was made easy for us to proceed and the fact that they work with an excellent legal team made the whole experience seamless. When we come to selling our other business it's a no brainer.

Seller of the Village Cleaners, 5 Star



Excellent! I was fully informed from day one. I had regular updates on the progress of the sale and all the staff that I spoke with were up to date with what was happening and were friendly and polite.

Seller of the Cathedral Belles, 5 star



What we offer

We offer a comprehensive range of tools and services to help sell your business. Think of us as your very own marketing agency. We'll work with you to establish the right fit for your business – aligned with your targets and selling objectives.

Our reach is impressive. To ensure your business gets the exposure it needs we have listings with all the major business listings websites as well as our own dedicated website and marketing tools. We tailor our packages to suit you and your budget, advising when you may need to revisit your marketing plans.



Getting started – our basic business bundle

Our basic business bundle is the absolute bare essential advertising you will need to sell your business and is designed for those with a budget in mind. These sites will give you a first page presence on the major search engines through the likes of Daltons – the UK's largest business sale website, Rightbiz and of course our own website. If that wasn't enough, we will produce a still image video presentation and, if you want one, erect a for sale board. Having a video presentation and for sale board will significantly reduce the time it takes to sell your business by attracting more buyers.

Daltonsbusiness.com
the best place to buy a business

rightbiz
buy sell business

BusinessesForSale.com

rightmove



Adding a little extra – our premier business bundle

Adding some extra oomph to the marketing of your business can deliver a real impact. Not only do we deliver the same great value for money but we look to boost your business across further platforms such as [businessesforsale.com](https://www.businessesforsale.com) – one of the world’s biggest sites of its kind. [businessesforsale.com](https://www.businessesforsale.com) is partnered with the Financial Times and The Telegraph and we’re able to offer it at a great fixed cost until you sell your business.



Selling property and your business?

If you are selling a business with premises, you’ll need our property bundle to boost your marketing presence. With the likes of Rightmove, Zoopla and PrimeLocation, your business and premises will be exposed to a broad marketplace of buyers looking to invest in bricks and mortar as well as a vibrant business. Our partnership with these and a number of other key advertising platforms deliver great value for money at one exceptional fixed price.



In the licensed trade and catering sector?

We have a strong reputation for working within the food and drink sectors. Serving this popular sector are a number of key titles such as The Publican’s Morning Advertiser, The Caterer and more. We’re also an associate member of the National Federation of Fish Friers, meaning that we’re the recommended broker for those looking to sell their fish and chip shop.



Just a few more things...

Confidentiality

'You can't sell a secret' so they say. Well, we agree actually, but if you are concerned about customers, staff or both finding out the business is for sale, speak to us about our confidential or discreet packages. Please note that a confidential sale typically takes three times as long to agree a sale than a standard one.

EPC (Energy Performance Certificate)

It's not us; it's the law! Every business premises that is over 50 sq m in size must provide a valid EPC in order to advertise the business for sale, whether that's with us, another broker or yourself. If you don't, we could both be liable to pay a fine of up to £5,000; we don't want that and we're pretty sure you could do without the fine too!

Transparent costs

We don't like complicated or hidden costs; and we're certain you don't either. Pay a one off fee at the start of our relationship to cover your agreed marketing and EPC costs, an agreed fee at completion and that's it. We will only charge you a fee to cover the marketing and then completion; unless you end the agreement early or stop us from selling the business for you.

The legal stuff

*The advertising platforms we use may change from time to time. We monitor the return on investment for all advertising platforms and so we may decide to change the advertising platforms we use during the contract period. We will notify you in advance of this.

**Legal fees do not cover the sale of a limited company by shares and do not include any third party costs such as Landlord solicitors. Our inclusive legal fees are not available in Scotland.

Full terms and conditions apply and are contained within the agreement between you and us.

...and finally the bit you've been waiting for!

Unlocking the value of your business...



Your appraisal

Asking price: £

Marketing costs until sold: £

Fee payable upon completion: £
(% fees are subject to a minimum of £9,000 + VAT)

Why Hilton Smythe?

Advertising that suits you and your business. We will advertise you on the platforms that you need, which we will agree with you at the outset. We advertise on all of the major business for sale platforms so you'll be in the right places to attract a buyer.

All-inclusive legal fees when you sell the assets of your business (we cannot include the legal fees on a share sale). We do this so that you know exactly what the cost to sell will be at the beginning.

Optional video presentations and for sale boards give you maximum curb appeal and exposure!

Need an EPC – no problem; we can arrange this for you.

Regular updates on the progress of your sale.

Worried about confidentiality? We will handle the sale of your business according to your specific needs.

Ready to advertise?



Once you have made your decision to sell, you may have further questions and need some time to consider your next steps. Our consultants will happily explore all your queries. If you're ready to get your business on the market, we'll progress everything – keeping you updated on the process. If not, we're only a phone call or email away.



Once you're happy to instruct us, we will agree written terms so that everyone knows what is expected. Rest assured, we are a member of the Property Ombudsman, so we have to take written instructions from you.



Once we've been instructed to sell, we'll aim to get your welcome pack to you within 14 days. We'll ask you to approve all the adverts necessary to market your business.



Once you have approved all the paperwork and adverts, we'll launch your business marketing plan and start to generate interest from prospective buyers.



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www.hiltonsmythe.com

Disclaimer - this guide does not replace professional advice.



royal manchester
children's hospital **charity**
supporting excellence in treatment, care and research
Registered charity number 1048274