

2008

Online DIY sales system

An introduction

Learn more about Daresbury Company Sales unique online sales service.
A leading edge system allowing you complete control over your business sale.

Daresbury Company Sales LLP
Andrew Weaver
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Online DIY Sales System

An introduction to "Selling Your Business Online: for just £495"

We have condensed years of transactional experience into an automated approach that provides you with a low cost alternative to selling your business.

We provide direct access to our unique online Deal Management System supported throughout by sale guides, access to an extensive buyer database, business sale websites, confidentiality and insight drafted by a team of highly qualified experts. All without the need for contracts, 'hidden' marketing costs or success fees.

For just **£495** (+ a monthly subscription charge of £30);
YOU directly access our unique deal management system;
YOU inherit our transactional expertise;
YOU can independently sell your business;
YOU control the pace and cost and generate significant cost savings.

Our Step By Step Process

Our system guides you through the business sale process on a step by step basis. If you have any unanswered questions please contact info@daresburycs.com.

No Contracts : No Hidden Costs : No Success Fee

THE PROCESS	
1	Record the basic details of your business
2	The system prepares a "Sales Teaser" from your responses
3	Your anonymous "Sales Teaser" is circulated to our buyer database
	Your "Sales Teaser" is advertised on a range of Business Sale Websites for 3 months
	Your "Sales Teaser" is advertised to our Professional Advisory Network
4	The system records expressions of interest and reminds you of interested parties
5	You approve potential buyers
6	The system sends the potential buyers standard confidentiality letters
7	The system prompts you to record business confidential data
8	The system allows you to upload other details on your business such as accounts and contracts
9	You approve the access of any potential purchaser to your business confidential data
10	The system allows you to have a confidential dialogue with potential buyers of your business
11	Throughout the process you have an allocated administrator to help you through the process

Throughout your subscription period you will have access to an allocated Administrator to help you through the process and you will also have access to our User Guide.

Please find below a brief explanation of the support we provide throughout the process;

Sales Teaser Marketing Profiles

Keeping your sale confidential is critical. You face a delicate challenge of informing the marketplace without telling them who you are. We provide anonymous 'Sales Teasers' as a stepping stone to stimulate interest and encourage buyers' further interest.

Information Memorandum

We provide a detailed Q&A document that enables you to provide detailed information online that is accessible to buyers who have signed a confidentiality agreement and received your approval. You prepare this document in your own time though we do provide an additional editing service to help shape it into a powerful sales document for your business.

Access to our Extensive Buyer Database

Once you have completed your Sales Teaser and Information Memorandum we circulate headline information directly into our extensive database of private individuals, acquisitive companies, investment teams, MBI candidates and many more. Developed over a number of years this database is a high value outlet for your sales information.

Access to Professional Advisory Network

We also circulate information directly into our professional advisory network, all of whom have their own network of acquisitive clients.

Advertise directly into Business Sale Websites

We know and understand the business sale websites that work and as part of your fee we plug your sales details directly into the best.

Management of Online Enquiries

Trying to run your business and keep control of a sale process is difficult so we manage your online responses and provide regular updates for you to consider at your convenience.

Access to Transactional Documentation

We provide a range of basic documentation to assist with your passage towards a successful sale. Documents Include; Confidentiality Agreement, Heads of Terms, Due Diligence Request, Disclosure Letter, Data Room Rules, Completion Agenda.

Recommendation of Professional Advisors

It's crucial to the success of your deal that you retain Professional Advisors with corporate experience. We can provide appropriate recommendations.

Example page from our system

A screenshot of the Daresbury Deal Management System interface. The page is titled 'Business Detail' and shows a sidebar with 'MY DETAILS', 'LEADS', and 'LOG OUT'. The main content area is for 'Dow Knitwear' and includes a 'Business Details' section, a 'Task List...' with 7 items, a 'Next Task...' section with 4 options, and a 'New Business details...' table with one row of data.

MatterID	Ref Letter	New Business	Status	Full Name
634461	A	1		

We provide a range of additional services available throughout the sale process. Please contact info@daresburycs.com for further information;

Information Memorandum Editing (Additional Charge)

Our Deal Management System enables you to complete an online Q&A and create your own Information Platform. We recognise this document is an important marketing tool and therefore provide an additional editing facility to fine tune as effectively as possible.

Buyer Research Facility (Additional Charge)

Our buyer research team subscribe to a range of company sale search tools and corporate news feeds providing a powerful search facility for locating buyers best placed to purchase your company.

Market Analysis / Valuation Service (Additional Charge)

We can provide an analysis about the **sale** price we believe is achievable, not what you want to hear. This analysis is supported with background valuation information and advice on how you might improve value and boost the sale price.

Anonymous Mail-Shots (Additional Charge)

Mail-shot campaigns can be expensive and futile but working in conjunction with our buyer research we provide a targeted campaign focusing on key targets. Our hit rate is high because research delivers information on key decision makers within potential buyers.

Telephone Advice (Additional Charge)

We understand that selling a business is a complex process so whilst this is primarily a remote sales we do provide peace of mind by offering telephone advice whenever required.

Consultancy Advice (Additional Charge)

Similarly, we are also able to attend crucial meetings to provide expertise at various critical stages of the sale process.

Our Pricing: Breakdown and Comparisons

Compare our one-off charge of £495 with other typical business sale operatives –

the following illustration based on a deal size of £250,000 for a transaction taking six months to complete;

Selling Option	★Option 1	Option 2	Option 3
Type of Advisor	Online Sales Service	Traditional Business Transfer Agent	Traditional Business Broker
Type of Service	Online	Estate Agent	Broking
Support Team	MBA Qualified Advisors	Young, often inexperienced	Deal Teams
Do you have to sign a contract?	No Contract Required	Exclusive for 6-12 months	Exclusive for 12 months
Up Front Fees	£495	£500 - £1,500	£2,500 - £10,000
Monthly retainers	£30	Not normally	£2,000 - £8,000
Success Fees	None	2% - 8% of final consideration	2% - 6% of final consideration
Typical Minimum Fees	None	from £5,000	from £10,000
Average Total Cost to Client	From £705	from £10,000	from £25,000

Although our basic service costs just £495 a dedicated advisor monitors the progress of your sale and is available for a range of additional services throughout this critical process. All additional services are provided at a fixed price so that you keep control of costs throughout.

We provide our service with integrity and transparency so that all fees are visible and driven by the delivery of a high value service. Please find below a typical sale process where a customer accesses a range of our additional services;

Step One;

- Customer requires help completing online sales Information Q&A and requests email editing assistance
- Advisor provides fixed cost quote of £150 based on approx 60 minutes work
- Customer pays in advance and advisor assists with editing service on Information Document
- Customer and Advisor exchange emails until information is complete

Step Two;

- Customer attracts two interested buyers who want to arrange exploratory meetings. Customer requests advisor attends meetings at consultancy rate of £150 per hour + expenses
- Meetings last 4 hours + expenses = cost incurred of £620.
- Any fees paid in advance and unused are repaid to the client upon demand and/or at completion of a sale

Step Three;

- Customer receives an offer. He seeks clarification from our advisor and arranges a telephone conference call.
- Four telephone calls take place – two with the customer and two with buyers advisor – at the conclusion of which an agreement is in place. The aggregate length of calls is 2.5 hours at an additional cost of £375.
- The customer uses one of our recommended lawyers to help complete the transaction at the conclusion of which we refund any monies left outstanding on his account.

Retain our Expertise with Huge Cost Savings;

- This typical customer has self-managed his own business sale utilising our online deal management system and range of information and guidance notes
- He has inherited over 100+ years of our transactional experience
- He benefits from our extensive range of buyer contacts and professional networks
- He controls the cost and pace of the process
- He has 24/7 access and understands exactly what is happening with his business sale
- He comfort and peace of mind knowing that a highly qualified advisor is just a phone call away
- The sale of his business has been achieved at a fraction of the cost charged by transfer agents and brokers who often over promise and under deliver

- Contact us NOW for further information on this unique service at info@daresburycs.com

General Testimonials about Daresbury Company Sales;

" ... my advisor stood out for his honesty and integrity helping me to prepare my business in areas that had a direct impact on sale price. This was in contrast to other brokers who simply told me what I wanted to hear to try and persuade me to sign a contract. If I had chosen one of the other broker, I would still be trying to sell my business" AH, Warrington

" ... my deal went through smoothly with my advisor monitoring the sale process extremely professionally. Their sense of fair play was a welcome added bonus. I have no hesitation in recommending them" EK, Stockport

" ... having previously used the services of ***** and *****, it was a relief to finally find an agent who I felt was capable of conducting the process in a competent and professional manner" DA, Stoke

" ... I have no hesitation recommending them. They were professional, helpful and courteous with a level of service and determination that never waned" PM, Leeds

OUR CONTACT DETAILS;

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