



"What impressed me most about Business Partnership is that they have kept all the good things about a franchise and thrown away the bad things."

Raymond Blin & Fiona Best (pictured)
Regional Partners, Scotland West

How a Business Partnership franchise gives you the freedom you want, the backing you need and the ethos that makes it rewarding.



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Our service

A national presence. A proven process.

The businesses we sell are often our clients' most valuable asset, the product of much of their working life and most of their waking hours. Frequently we are appointed at the recommendation of their solicitors or accountants, because they know we are reliable and effective.

The largest independent UK business broker with local partners 'on the ground' across the country, Business Partnership is also one of the longest-established and the only one which is a full member of the British Franchise Association. Thanks to successful sales and constant nurturing, our

strong reputation and profile attracts thousands of new clients, buyers and professional referrals every year. This – coupled with user-friendly IT support systems and the generous sharing of expertise – is what enables Regional Partners of the Business Partnership to provide a superb

service, earn well and enjoy life. Part of that enjoyment comes from the inherent value of the service. Business sales are almost always major events in the lives of our clients, representing the culmination of years, often decades, of risk and hard work. We maximise the final reward of that

hard work, enabling our clients to fulfil their plans for the future. Working with the seller, buyer and all professional representatives involved, Business Partnership Regional Partners make a huge difference to the lives of the business owners we serve.

1 Starting

Understand client objectives.
Advise on value & process.
Agree terms and gather necessary information.

2 Marketing

Agree plan, inc. teaser and sales particulars (auto-loaded to key business-for-sale portals); send mailshots via our Genesis CRM.

3 Meeting

Qualify and contact prospects, obtain NDAs. Arrange and attend meetings. Handle queries; progress as appropriate.

4 Negotiating

Analyse offer terms in relation to client objectives; manage expectations of both sides. Ideally, establish a win-win scenario.

5 Managing

Draft heads of terms; obtain proof of funding. Liaise with landlords, solicitors & accountants. Manage deal to successful completion.

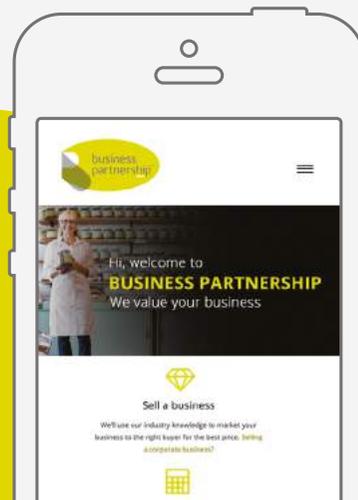


Two powerful national brands

We operate two brands: Business Partnership and BP Corporate, offering the right tone of voice for promoting B2C and B2B businesses, respectively. Regional Partners can thus make the most of their personal experience and adapt to local demand, as it changes. The two brands, coupled with the

support of their network, enable Regional Partners to grow their experience and offer real expertise across many different sectors. In so doing, they broaden the foundations and value of their franchise.

Only by having executives on the ground locally can a brokerage offer genuinely credible, national coverage. This, combined with our two brands and shared resources, grants us unique strength across the regions and market sectors.





Regional Partner Profile

John Knight

West Midlands & South Birmingham

"As an entrepreneur by nature, the Business Partnership is a good fit for me.

I love business and the franchise allows me to use my skills and experience to help clients achieve the maximum exit value for their business.

My own business career began in advertising, marketing and brand licensing and, over the past 30 years, I have been instrumental in building and selling four of my own small businesses, which means I have a thorough understanding of all aspects of growing and developing a business.

Together with my consultative approach, this gives me a USP when talking to potential clients and sets me apart from rivals.

I became a Business Partnership franchisee in April 2016 and was fortunate to take over the Birmingham

South, Wolverhampton and the West Midlands region from managing director John Hatt.

As John had done a lot of networking over the years, the area was well established and this gave me a good start. My main interest lies in small SMEs and corporates and I intend to concentrate my efforts on the £1 million to £12 million turnover level.

When I became a franchisee, I received training with the senior partners at three locations – Worcestershire, Taunton and Cheshire.

One of the things that attracted me to the franchise is that several of my fellow regional partners have been doing this for a long time, some for well over fifteen years, so I know that I can easily get advice whenever I need it. There are lot of franchises out there where the thinking is quite short term

and people don't tend to stay around for very long if things don't work out but the Business Partnership is a refreshing contrast to that.

Everything is going to plan for me and my Business Partnership commitments fit neatly with my business consultancy work and I'm based at home, which is another bonus.

I am left to get on with my work without interference but can call on help if needed. Likewise, I'm happy to lend support and help to other partners, if I can.

It really is the best of both worlds, operating independently but within a group of like-minded people under a reputable brand.

As I'm in my early 60s, I can easily see this being my last business and this franchise is ideal for someone with a business or financial background who

"It really is the best of both worlds, operating independently but within a group of like-minded people under a reputable brand."

is keen to generate a good income before retiring or in semi-retirement.

My advice to any potential Business Partnership franchisees would be to choose your networking opportunities carefully as there are many networking groups but only five days in the working week. Building relationships with accountants in your area is also key as they are usually the first people to hear if a business is going on the market."

Want to
know more?



Please email franchise@business-partnership.com or call Paul or Alex on 020 7145 0040.

business-partnership.com

Corporate Sale Example

Baxcrest Ltd

When Business Partnership Corporate's West Midlands Regional Partner, John Knight, sat down to create a list of potential acquirers to target for steel partitioning manufacturers, Baxcrest Ltd, a family farming business was not high on the list.

However, when he took a call from David Jones of Howle Manor Holdings to say they were enquiring after a smaller business that was also for sale, John was intrigued. David explained that they were looking to diversify from agriculture into manufacturing and distribution and their strategy was to acquire three or four small businesses of around half a million in value.

John persuaded them it would be much cheaper in terms of professional fees and management time, to acquire one bigger target, namely Baxcrest, which was turning over around £2.8m and was very profitable, with a high NAV and a very capable management team in place.

In addition, the business had many of the other attributes that attract buyers, such as a broad spread of clients with mainly repeat business, with good cashflow.

Baxcrest attracted 4 offers, the difference between the highest and lowest offer being £250,000.

Howle Manor Holding's offer was not the highest but, their family business ethic and financial stability swung the deal in their favour and 100% of the share capital in Baxcrest Ltd was acquired for a seven-figure sum.

David Jones of Howle Manor Holdings, said: "It has taken a while but we got there eventually so thank you for all your help. I remember our first conversation back in March and you telling me about Baxcrest, it seems like a long time ago now but without that conversation it would have never happened."



How the franchise works

Joining the Business Partnership

- Up-front licence fee
- Modest, flat monthly management & marketing fee
- Commitment to the principle of mutual support.

(That's it.)

New franchisees purchase the right to operate as a Business Partnership Regional Partner within an exclusive, geographically-defined territory, for five years. The franchise is renewable, by agreement, every five years, at no extra cost. Unlike many other franchises, we charge only a modest flat monthly fee regardless

of earnings, so you keep all of the rewards of your efforts. Owning the franchise also gives you the right to use our shared online software and resources. This includes our user-friendly CRM system, plus access to well over 100,000 people who have signed up for news of businesses for sale, valuable research data

on thousands of sales, and access to trade advertising rates which business owners cannot secure directly. Franchisees also benefit from paid-for training and certification in the independent *Value Builder System*. This provides an additional source of income and a lead qualification tool which dramatically

increases conversion rates. Perhaps most importantly, as a franchisee, you can rely on the permanent support of your fellow Regional Partners, all of whom share advice and their own specialist expertise, freely and generously. They will, of course, expect the same of you, as you grow your business.

 **1979**
Established
in Leeds

 **1995**
10th region
opened

 **1998**
Franchise option
launched

 **2001**
First website
launched

 **2002**
Partners buy
franchise

 **2009**
Unique client
portal launched

 **2014**
First £70k+
single deal fee

 **2018**
Full BFA
membership



“Business Partnership provided the basic tools required to start my brokerage business. You still have a lot of hard work to do yourself, but support and advice is available when needed.”

Phil Shearing, Regional Partner for Somerset & Devon

The lifestyle & income you choose

The value of the Business Partnership lies in the collective reputation and expertise of the Regional Partners, our low cost base, and access to markets. Together, we have sold SMEs in every sector, ranging from a few thousand pounds to many millions. All Regional Partners know that any gaps in their individual knowledge can be

covered by a colleague who will provide support willingly and without cost. Ours is a close-knit group of seasoned, highly approachable professionals. For most, the franchise is their primary or sole source of income. For others, it sits alongside a complementary business or other income. The majority of Regional Partners operate from home and all

key systems are internet based. Thus, given a good broadband connection, you can keep in touch, wherever you are. This flexibility, coupled with the Business Partnership infrastructure, provides Regional Partners with a healthy income plus the freedom they want, the backing they need and a shared ethos which makes it rewarding and enjoyable.

Income streams

- Sales commissions
- Purchase commissions
- Formal valuations
- Value Builder consultancy

The Value Builder System is the proven process of a Canadian company. Many partners find it useful to qualify leads, improve conversions and secure consultancy instructions to help owners prepare their businesses for sale, sometimes years prior to going to market.

The British Franchise Association



Previously an associate member, the Business Partnership became a full member of the BFA in 2018. For potential franchisees, our full membership provides, in effect, third party corroboration that we are decent people with a professionally structured, fair and viable offering.



Regional Partner Profile

Greg Towers

South Yorkshire & North Derbyshire

"I'm proud to be the longest standing regional partner in the Business Partnership, having taken on the franchise in 2000.

Since leaving school I've done a lot of different jobs. I worked at a cycle shop as a sales and workshop manager, was facilities manager for Norwich Union for five years and was then a field sales representative for a number of different manufacturing companies.

I came very close to accepting a different franchise before joining Business Partnership. I'm so glad I didn't choose the alternative as I'd have been under a lot of pressure, which didn't appeal to me.

Once I had taken on the franchise and undergone the initial training, I was out valuing businesses immediately and took my first instruction in my first week of trading. It took me about

eight months to get my territory up and running properly and become established in the area. My wife Beverley joined me after a couple of years and we are equal partners in the business.

We sell every type of business, from small retail businesses such as sandwich shops, cafés, gift shops and hair salons etc, right up to larger concerns worth £1 million or more.

The benefits of being in Business Partnership are the flexibility, excellent income potential and the opportunity to manage your own business without any undue interference.

As long as you are operating legally, ethically and responsibly, you aren't put under any pressure by the directors. There is no onerous fee structure based on turnover or profitability as with most franchises,

simply a low fixed monthly management fee.

The support network is excellent. There are twice yearly regional partner meetings, and support is readily available year round. The senior partners are always there if you need help.

*To anyone considering becoming a franchisee, I would offer this advice. A franchise is a ready-made business but it will only be as good as you are. **Of all the franchises I've seen and have been involved in – and we've sold many over the years – Business Partnership is by far the best.** The fees are well structured and there is no one constantly on your back. You also get the fresh air to allow you to grow and thrive, and are given the support you need."*

"Flexibility, excellent income potential and the opportunity to manage your own business."



Above: Old Barn Gifts & Souvenirs
Brian & Marion Johnson

"We would certainly recommend you to anybody wishing to sell a business. We thank you again for all your efforts."

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know more?



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Regional Partner Profile

Raymond Blin & Fiona Best

"A great opportunity and a great career for the right-minded person."

Scotland West

"We've been Business Partnership's regional partner for Scotland West since the summer of 2016. The franchise appealed to us for two reasons: we can operate the franchise alongside our existing consultancy work helping businesses to develop and grow and access start-up loans, and the role fits into our skill sets.

I [Raymond] was formerly national operations partner for two of the UK's top ten accountancy and business services firms and have also operated in the business recovery and corporate finance sectors. My specialism is strategic management, which often involved exit strategies. I received useful training from the three senior partners, including valuable marketing advice.

One of the key benefits is that our fellow partners come from a wide range of backgrounds which means that sound advice is only a quick phone call or

email away. For example, when I had a query about a valuation I called Business Partnership chairman Alistair Glaze. He guided us through the situation, saving hours of research. We look forward to general meetings with the other regional partners across the UK which allow us to share experiences and ideas. Our focus is more on mid-size corporates, which involves liaising with professional firms including accountants and lawyers. After over a dozen years working in England, it has been enjoyable to renew old acquaintances on returning to Scotland.

A Business Partnership franchise is a great opportunity and a great career for the right-minded person. My one piece of advice to anyone considering a franchise would be to network among the business community in your area and make valuable connections – don't sit at your desk and wait for people to call."



Becoming a franchisee

Is it right for you?

Successful Business Partnership franchisees come from very different walks of life, business sectors and parts of the country.

The nature of modern businesses and their owners, and what causes them to flourish or flounder, is changing so fast that many traditional 'rules' no longer apply. This makes the varied backgrounds of our Regional Partners a real asset. That said, some common qualities have emerged over the nearly forty years that we have been operating and these are listed right.

Training is provided by our three senior partners, all of whom are now into at least their third, five year term. All three achieved total sales revenue in their own first five years of over £500,000 and, over the last two full trading years, have each enjoyed average sales revenue in excess of £150,000 pa.

You are more likely to be successful if you have:

- a good understanding of the fundamentals which make for a good business
- an ability to enjoy meeting people for the first time and establishing a rapport
- self-motivation and drive
- a willingness to network amongst business groups
- a desire to learn our processes and participate in a mutually supportive team
- a personal network amongst which you are well-regarded
- credibility in at least one business sector.

Personalised Training plan

Six days of in-depth training from the three senior partners, with full Operations Manual. Four additional days of training, also tailored to you, when you want them.

Marketing

Using our 'local + nationwide' USP, we help you to secure 20 appointments and start building your network using our templates for local marketing, blog posts, SEO and more.

Genesis CRM System

With 100k+ contacts plus sales particulars, automated listings and mailshots, Genesis makes managing clients, prospects and promotions – the backbone of your business – easy.

Online knowledge base

A shared online resource to which partners continually add general and sector-specific data, plus tax, legal points and more, enabling our network & experience to add value.

On-going support

We are an exclusive club. We help each other and, between us, there is little we've not seen. It's a reciprocal, collaborative approach which makes work profitable and a pleasure.

Becoming a franchisee: Is it right for you?

I am interested and want to know more
– much more. What happens next?

We hope this document has given you an indication of the nature of the Business Partnership and what a franchise with us could do for you. To take things further, we appreciate that you'll want to take a close look at who we are, how we operate and exactly what level of investment, in time and money, you will need to make. To do this, we would first like to have a thorough telephone conversation

with you, following which we would welcome you to a *Discovery Day* at which you would meet the senior partners. This will involve providing you with commercially sensitive information so we shall ask you to sign a non-disclosure agreement. The Discovery Day should answer all queries and give you the confidence that you are making the right decision, whatever it may be.

Please note that the contract process does include applying for references and statutory money laundering identification checks.

"Utterly fascinating if you love business, making deals and enjoy a challenge."

Michael Anderson-Brown
Regional Partner, Cambridge & Norwich



Worried your face won't fit? Don't!

If you think you might have the right qualities to make a success of joining us at the Business Partnership, don't hold back, whatever your age, sex, creed or colour. Whilst age and experience are often an advantage in business sales, we know that our ability to penetrate some markets is being limited by a lack of diversity amongst the existing Regional Partners. So don't worry about whether or not your face will fit: we will welcome your call.

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know more?



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