



**Time to sell your business?**

Let us guide you through the process...

We'll be with you  
every step of the way!

**emf**  
Everett Masson & Furby

[www.emfgroup.com](http://www.emfgroup.com) 01404 813952

# How do I choose a business transfer agent?



In order to ensure that you get a satisfactory and objective valuation together with an effective sales service it is essential to choose your business transfer agent with care.

▶ How long have they been established?

EMF have been established for over 55 years with our first office opening in London in 1963.

▶ Is their fee structure competitive?

EMF ensure that they offer clients a competitive package with no hidden costs.

▶ Have they the expertise to value your business?

EMF have years of experience and knowledge. We will offer you a free initial market appraisal based on current market trends and comparables.

▶ Is their track record successful and respected in selling your type of business?

EMF deal purely with the sale of going concern businesses and business premises – there are very few types of business we haven't sold!

▶ Do they offer a strong, user friendly website, together with extensive national marketing?

EMF have their own website and advertise on all major business sale sites including [businessesforsale.com](http://businessesforsale.com), [daltonsbusiness.com](http://daltonsbusiness.com), [righbiz.co.uk](http://righbiz.co.uk) and [zoopla.co.uk](http://zoopla.co.uk) as well as regional and national publications.

▶ Do they provide a national network of offices with competent personnel based in your area?

EMF have offices throughout England and Wales meaning wherever your business is we have an office local to you.

**EMF specialists in the sale of businesses**



## What should I expect of my business agent?



EMF will guide you throughout the selling process from initial marketing appraisal to completion – step by step we will be with you every step of the way! From EMF you can expect the following:

- ▶ Discreet and confidential service at all times.
- ▶ Professional valuation of both business and property.
- ▶ Draw up an attractive and informative prospectus.
- ▶ Be proactive and advertise your business nationally and locally (as appropriate).
- ▶ Arrange appointments to view your business.
- ▶ Vetting applicants prior to appointments.
- ▶ Brief you on the prospective purchasers.
- ▶ Follow up the visit by prospective purchasers to establish the level of interest.
- ▶ Assist the purchaser with finance (if required).
- ▶ Maintain regular contact with all appropriate parties right through to completion.

## How much is my business worth?



There are many determining factors including:

- ▶ Profitability of the business.
- ▶ The value of the Freehold or Lease.
- ▶ The condition of the business and trading equipment.
- ▶ Size and versatility of the premises.
- ▶ Location of the business.
- ▶ The demand for the type of business.

## What can I do to speed up the sale of my business?



You can help the process along the way by:

- ▶ Ensuring that all the accounts relating to the business are up-to-date.
- ▶ Ensuring that copies of the terms of your Lease are available.
- ▶ Ensuring that your business and property is presented in its most favourable light.

## What should I be aware of when dealing with prospective purchasers?



First impressions count.

- ▶ Make sure to attend the appointment personally, the prospective buyer will want to make an assessment of both the business and its current owner.
- ▶ Allocate sufficient time to allow the prospective buyer to view at their own pace.
- ▶ Allow for the fact that you may have to discuss the business in layman's terms.
- ▶ Communicate the outcome of the viewing to your agents, this will enable them to follow-up more efficiently on your behalf.

## What should I do when someone displays a serious interest?



Advise your agent immediately so that they can keep in touch with the prospective purchaser.

- ▶ A good agent will run further checks on the prospective purchaser.
- ▶ Negotiate how legal, professional and stocktaking costs will be split.
- ▶ Establish a time frame for transfer and completion.

## What should I do if problems arise?



Don't panic!

- ▶ Whilst many transactions run smoothly, problems can and do arise. The secret is not to panic, just contact your business transfer agent.
- ▶ A long-established business agent such as the professionals at EMF will have seen most problems before and will be able to advise how to overcome them.

## I still have questions. How can I get them answered?



Don't hesitate to contact your nearest EMF office, as one of Britain's largest network of business agents we are able to offer:

- ▶ More than 55 years of experience.
- ▶ A fine reputation that is second to none.
- ▶ Highly knowledgeable and competent personnel based local to your area.
- ▶ Totally independent and confidential advice.
- ▶ A professional but friendly approach.

**Selling your business?  
That's our business!**

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## Testimonials

### What do our clients say?

At EMF we believe that a satisfied customer is the best business strategy of them all.

“We had our business on the market with Mark and his team. From the initial valuation to the day of completion we felt we received a very personal service tailored to our needs. It did take longer to sell than we wished but that was because it was a specialised business that needed particular skills to operate successfully. Any contact we had with the team during the time we were on the market was dealt with professionally and with a sense of urgency. When we did find a buyer, Mark was fabulous throughout the whole process from negotiating the purchase price to the final completion. We had had our business on the market with another company prior to EM&F and I can say Mark and his team were head and shoulders above them.” SA – Crickhowell, Wales

“I can highly recommend EMF Group North West, for the sale of your business. I have just completed on the sale of my business and despite there being extremely difficult times along the way they have been nothing but patient, courteous, thorough and efficient. The selection of transfer agents can be a minefield (and expensive) but you can place the disposal of your business with confidence in the very safe and reasonably priced hands of the EMF Group.” JC - North West

"I worked with David during the sale of our business. He has been so helpful and made the whole process so much easier for myself! I can't thank him enough, will definitely recommend him!" **VC – Crewe, Cheshire**

"A huge thank you to Vito and Amy at EM&F Thames Valley who have worked tirelessly to bring the sale of my business to a successful close. In normal times selling a business is difficult, add a global pandemic to the mix and the challenge becomes incredible.

At each stage, I received professional and expert advice based on their deep understanding of the market. They saw the potential in my business immediately, and took the time to understand its value and USP in order to write a brilliant brochure and market the business to potential buyers. They advertised the business across multiple platforms which meant there was no shortage of interested and good quality prospective buyers.

Once we found a suitable buyer, Vito and Amy worked to ensure it was the right buyer one who would be committed despite the global uncertainty and keen to close the deal quickly. Through it all Vito and Amy were friendly and always made time to talk things through with me. They were an absolute pleasure to work with. I will be recommending the team at EM&F to everyone that wants to sell their business." **LW – London**

"Just over a week after completion and no emails to deal with, having time to relax. I would like to thank you for your help and patience with achieving this. Mr Mahendran has transformed the shop in one week and I have wished him every success. Just like to give you a big thank you for all your help." **PC – Exeter, Devon**

**Find out what more clients have to say @ [www.emfgroup.com/testimonials](http://www.emfgroup.com/testimonials)**

# EMF will provide extensive coverage for your business.

Amongst others you will find us on...

