



CASE STUDY

Sell

"If you are looking for an attentive and personal service, you will be in safe hands working with MGroup. Mark and the team supported me in selling my business and I received a deal that exceeded my expectations."

Meet Adam

Adam Morris founded Avagio IT Limited in 2007, and his role as Managing Director builds on his 20 years experience in IT. Having working with organisations with between 1 and 1,000 computers, he focuses on helping businesses achieve their goals through the right selection, implementation and management of IT.

After 15 years of running the business, Adam wanted to take a step back and realise his efforts. From a contact at Business Doctors, he was introduced to Mark at The MGroup. Mark worked with Adam to achieve the sale of his business, and he remains Managing Director of Avagio IT Limited.

The MGroup's Support

Adam built his business to the level where he felt needed more investment. He also wanted to step back, so we confirmed that a sale to a similar organisation would be the most suitable option for him. We discussed the many aspects of a business sale, and ensured we understood what success meant for Adam. We took a consultative, supportive approach to reach a sale that met his needs.

We worked with Adam to identify the key strengths of the business and valued it accordingly. We analysed the various exit options available to Adam, and partnered with him to seek appropriate opportunities.

We ensured any options we presented to Adam were feasible, and allowed him to maintain his role of Managing Director whilst securing the sale of his business.

SUPPORTING YOU FROM THE FIRST INTERACTION THROUGH TO THE FINAL ONE

Mark Crossfield, Partner, MGroup Corporate Finance

"Selling a business carries a huge emotional weight. Our experience allowed us to approach the sale of Adam's business with sensitivity and understanding, while being able to advise him on practical and financial aspects. We listened to Adam's hopes for his business sale, and this allowed us to seek opportunities with direction and consideration."



In Adam's Words

If you are looking for an attentive and personal service, you will be in safe hands working with The MGroup. Mark and the team supported me in selling my business and I received a deal that exceeded my expectations. The journey of selling a business has its inevitable ups and downs but Mark was responsive and proactive throughout so I never felt I needed to chase anything up. During negotiations, Mark was successful in defending my position when the buyer tried to erode the overall deal value.

With The MGroup's support, dedication and expertise, I achieved a sale that has allowed me to move on to the next step in my career.

www.themgroup.co.uk

www.TheMGroup.co.uk

corporatefinance@themgroup.co.uk

Oxford Office: Cranbrook House, 287-291 Banbury Road , Oxford, Oxfordshire, OX2 7JQ Tel: +44 (0)1865 552 925

Witney Office: Harvestway House, 28 High Street , Witney, Oxfordshire, OX28 6RA Tel: +44 (0)1993 776 476

The MGroup Financial Services Ltd is an Appointed Representative of Sanlam Partnerships Ltd which is authorised and regulated by the Financial Conduct Authority The MGroup is the trading style of The MGroup Financial Services Ltd. Registered in England Number: 4213388.