

Sell your accountancy practice with confidence.



 maximiti
aspire. advance. achieve



Dear fellow accountant



Thank you for taking the time to look at what Maximiti has to offer. I've been in the accountancy business directly, either as employee, partner or adviser since 1989 – that's a long time in any industry or business sector.

Your accountancy practice is probably your largest asset or pretty close to it, having taken several years and a lot of dedication to create, maintain and build this value. Selling your practice is not only a financial consideration but an emotional one too. For most sellers it is the end of an era and

hopefully one with fond memories, but for others it is a matter of wanting out of the profession or simply fancying a change of direction in life.

Since the early days as an articled clerk, where I interacted keenly with clients and their businesses with one eye to the future, right up to today while you are reading this, I've seen a lot of change as you can imagine - from pricing models, commoditisation of routine tasks or "always available" work patterns - but I've also noticed that some aspects have remained the same, such as the importance of personal relationships and sound advice.

Whatever your reason for selling, Maximiti will endeavour to ensure that the road to your destination is a smooth one that unlocks the maximum value in your practice with minimum stress and inconvenience.

At Maximiti we specialise in "thinking out of the box" and it is rare that any two deals are exactly the same. We pride ourselves in coming up with innovative ideas and bold strategies that allow the seller to get what they want out of the deal over a timeframe that suits their lifestyle.

Before I go I'd like to remind you that if we don't sell your practice we won't charge you, what better demonstration of commitment can you ask for?

Yours faithfully



Norman Younger BA (Hons) FCCA
Director

About us

Maximiti started as a division of FD Group, which has traded as Formations Direct since 1994, working almost exclusively with the accountancy profession, offering a wide range of support services from company formation to practice sales brokerage and growth consultancy.

As a long established business with a national footprint we service the needs of approximately 5,000 accountancy firms of all types and sizes. FD was founded and built on the twin pillars of customer satisfaction and value for money. That is why we enjoy an unmatched reputation for professional and personal service and are market leaders in our sector.

Since 2007 our practice sales service has gained an enviable reputation for making deals happen where others have struggled and for constantly thinking out of the box and providing innovative solutions to the satisfaction of both buyer and seller.

Our managing director, Norman Younger BA (Hons) FCCA started in practice in 1989 and until 2015 was an equity shareholder in a general practice, putting him in an ideal position to understand the pressures and challenges of today's practitioner.





How We Differ From Other Brokers

- ✓ Disposal of surplus premises
- ✓ Out of hours service once you have signed up
- ✓ Database of over 10,000 firms of accountants nationwide
- ✓ Personal financier introductions
- ✓ We act for both sides ensuring a level playing field
- ✓ No deal, no fee
- ✓ Innovative solutions for complex situations
- ✓ Ability to move very fast if required
- ✓ Manned office with access to dealmakers
- ✓ We look for where the value lies not simply multiples
- ✓ Pre-qualified and vetted list of buyers
- ✓ Consultancy for self-sellers

Transaction Schedule





Here's what our clients say about us...

"Good to see you on Friday, I did enjoy our chat and I am so pleased that you are handling my affairs" SOLE PRACTITIONER, GLOUCESTER

"Thank you for all your assistance. I found that you were so knowledgeable in all areas and very much appreciate your advice"
SENIOR PARTNER, NEWCASTLE

"Thanks for all your reassurance along the way; I couldn't have managed this process without you" SOLE PRACTITIONER, SUDBURY

"Very professional and knowledgeable team. Would highly recommend to others" SENIOR PARTNER, BIRMINGHAM

"Impressed by your level of expertise in this field, made the process very smooth and saved so much of my time" SOLE PRACTITIONER - PRESTON



What We Offer

Maximiti acts as a matchmaker for accountants who seek a sale of the whole or part of their practice. In addition, we act on behalf of accountants seeking to expand by acquisition or merger with another practice.

Whether you wish a partial or complete sale, acquisition or merger, Maximiti can act as broker or agent according to the wishes of the relevant parties.

All buyers are pre-vetted and we do not engage with them unless they complete a buyer's questionnaire which allows us to understand their background and what they seek from the deal. If we have doubts as to the viability or commitment of a buyer we will not progress their application and we will not introduce them to sellers.

Even though you may have identified a buyer have you considered bringing another potential party to the table? It's competition that drives up bids and for different buyers the value may lie in a different aspect of your practice. For one it could be reducing overheads by a physical merger and for another it could be the ability to utilise underemployed staff more profitably.

In addition to our tried and tested comprehensive schedule of action right from the initial contact we also offer support post-sale. We recognise that even the smoothest of sales can result in unexpected hiccups and being there for you during the handover is an integral part of our service.

Our business model is motivated and driven by keeping all parties 100% happy at all stages.

Why you should use Maximiti

Maximiti aims to match suitable buyers and sellers and assist both parties in achieving a satisfactory conclusion of the deal, from initial contact through negotiations and post completion.

We are acutely aware of the sensitive nature of buying and selling professional accountancy practices and will at all times endeavour to ensure the highest level of confidentiality and discretion.

Experience gained from talking to accountants every single working day means that we have a unique insight into

practices from the smallest to the largest, whether in a city centre or in a remote rural location.

Our staff spend valuable time constantly researching the state of the profession through reading trade journals, attending exhibitions, conducting webinars and by participating in online professional website and blogs.

Our aim is to share this experience with you so that this milestone in your professional career is passed smoothly and in manner that maximises the value you've spent years building up.



Our people



Our accountancy practice sales team is led by director **Norman Younger BA (Hons) FCCA**, who has experience in building, managing and growing accountancy practices. In addition Norman and his team have built a relationship with over 5,000 accountancy firms throughout the country, providing them with a range of services from company formation to practice growth advice and much more in between.



Isaac Ginsbury MCMI is our senior consultant, who specialises in building a rapport with accountants and understanding their requirements. Isaac's empathetic but business-like approach ensures that progress is made at a pace that suits the accountant but nonetheless ensures that all plans and activities for selling the accountancy practice fall into place in a timely manner. Isaac has been with us as an accountancy practice broker since we started in 2007 and has brokered deals of small blocks of fees right up to multi-million pound national practices. This all round experience gives him a strong grasp of the needs of accountancy practices and their partners in the modern world.

Together with rest of the team Norman and Isaac both understand the daily challenges of accountancy practices and the importance of staying ahead of the competition and giving clients what they need, in order to grow.



Our track record

Since 2007 we've sold numerous practices with millions of pounds worth of gross recurring fees, from the smallest operation to multiple partner firms and from remote rural practices to Central London.

Most of the time the first suggested buyer is the one that actually purchases the firm and usually after a first meeting the parties go on to agree a deal.

We're proud of our track record and invite you to appoint us as your selling broker and demonstrate to you our attention to detail and passion for getting the deal done to everybody's satisfaction as swiftly as possible.

TODAY





Case Studies

Maximiti Case Study 1

The vendor was looking for exit strategy with a view to retiring after 5 years. She wanted to sell up sooner rather than later as she didn't want the responsibility of running the practice and also wanted to ensure all clients moved across to purchaser.

Vendor had fees of £180,000 and wanted to receive £60,000 per annum for the next 5 years. In addition she also wanted a multiple of 1.2 X GRF.

Maximiti quickly sources a purchaser who had the capacity to integrate the vendor's fees into his own practice without increasing the overheads by

much. This allowed the purchaser to pay the vendor her £60,000 per annum as well as retaining 2 staff members of the vendor and still have enough margins to pay the vendor the full value of her practice over 5 years.

Both parties were extremely happy with the structure of the deal as there was minimal risk of clients leaving as the vendor was fully involved in the practice and the purchaser was confident that he would get a very good return in the long term.



Maximiti Case Study 2

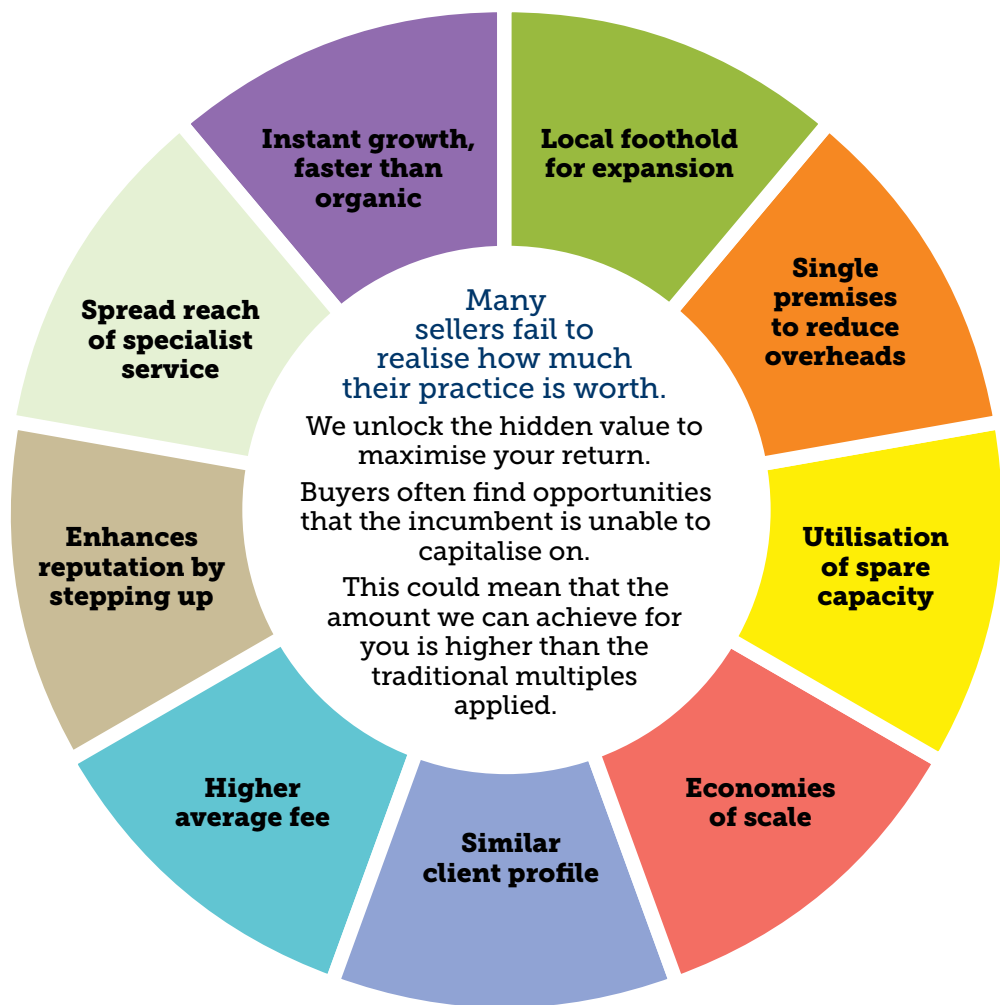
The vendor called Maximiti looking to sell his practice but only wished to do so if he could sell the practice premises as he was looking to move abroad.

We managed to find a purchaser who wanted to move to the area where the vendor was located.

In order to make the deal a viable option for both parties we offset a portion of the value of the property against the goodwill deal which meant the purchaser minimised the risk of being left with a property if the deal didn't go to plan and the clients didn't move across.

The beauty of this deal was that in the long term the vendor received the full value of the practice but it also meant the purchaser was reassured that if he had to implement any clawback it would also decrease the payment of the property. In the end, the vendor stayed on for longer than he intended to and made sure all clients moved over to the purchaser, which meant the buyer also received a good return on his investment.

Unlocking the hidden value in your practice





How to contact us

To discuss your requirements further please ring or e-mail us.

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