



Jul-Aug 2015

The business climate is improving even if there are desperately sad stories in the press concerning immigrants who have taken the decision that an uncertain future in Europe is better than certain misery in the countries the West has collectively helped to destabilise.

The barometer for the Good Times is the cadence of letters of enquiry from the many brokers and advisors who have sprung up over the fifty years since Chesham was originally incorporated. Many do not even bother to identify the owner of the company to which they are writing; "Dear Business Owner" seems to be considered satisfactory. If however this indicates the depth of research carried out before committing finger to keyboard then the recipient has much to concern himself later on. Magnificent and fluent presentation will do much to dispel any worries or concerns: a veritable triumph of style over substance!

We on the other hand strive to write to the controlling shareholder in the most discreet fashion; furthermore we make our approach knowing that a decision to sell is not one to be taken easily; it is usually life changing that is, after all, the reason for considering a sale in the first place. Our role is not to advise or to direct the owner, it is merely to work with him to uncover the buyer that will make the best offer given all the circumstances. Changing the way a company works – supposedly dressing it up for a sale – is a sure-fire method for raising a buyer's concerns as to the true underlying viability of the business. It is not really worthwhile.

July and August are relatively relaxed months; school holidays, Test Matches, days at the races and even the beach fill the weeks.

If while relaxing with your family you start seriously considering the sale of your business it is important you speak to an experienced and knowledgeable broker; companies are not sold on a push-button basis, so talk to Chesham because you only sell your business once!