



bcms 

PARTNERING WITH BCMS

DELIVERING WIN-WIN SITUATIONS
FOR YOU AND YOUR CLIENTS

As a BCMS partner, if your client approaches you with the “Should I sell?” question, you will be better prepared than ever before.



WORKING WITH BCMS

AN INTRODUCTION TO OUR REFERRER PROGRAMME

WHY PARTNER WITH BCMS?

Partnering with BCMS will help you to deliver successful outcomes for clients who own a business and are considering their exit and succession plans. In the first instance, we assist you in providing sound, market-leading insights for your clients as they approach the biggest business decision of their lives.

Established in 1989, BCMS is a specialist international Mergers & Acquisitions advisor. We work exclusively with shareholders of privately owned businesses looking to sell all or part of their business. Over the years, we have helped thousands of shareholders and business owners to realise their aspirations. BCMS has successfully advised on over 600 business sale transactions in the last decade alone, making us **one of the world's leading deal-makers**.

FCA-regulated, and headquartered near Newbury, Berkshire, BCMS is a family-owned business with a global presence. We have offices in cities across five continents, including New York, Dallas, Hong Kong, Sydney, Madrid and Lausanne, Switzerland.

We are a sell-side advisor only, which means BCMS works exclusively with vendor clients looking to sell or seek investment – and never on behalf of third-party buyers or investors. At BCMS, there are no conflicts of interest.

“I could use all sorts of adjectives – professional, enthusiastic, friendly – but at the end of the day BCMS were a partner.”

Former BCMS client Gavin Goates, PCML

WHO ARE OUR CLIENTS AND WHY DO THEY USE US?

BCMS works with businesses across every commercial sector, from healthcare, technology, manufacturing and engineering, to utilities, media, logistics and distribution.

Clients sell with us for a variety of reasons, including retirement, lifestyle change, or because they wish to fund new business opportunities. Some clients wish to remain within the business and help it grow. Business sales are fundamentally about people; **our goal is to create the right deal for our clients, at the right time.**

We specialise in SME and Mid-Market clients, typically representing businesses with an enterprise (sale) value of between £1m and £100m, and turnovers typically in excess of £2.5m. That said, there is no such thing as a typical BCMS client, and we consider each business on its merits. The largest deal we have completed to date had a consideration of \$485m – the sale of Allworld Exhibitions to UBM plc, a transaction awarded the M&A Advisor magazine’s prestigious Deal Of The Year accolade.

Our clients choose us because they want **a proven approach to business sales**, that can be tailored, just for them. They know we specialise in creating a competitive environment, which delivers a range of offers, and maximises value. They know we research the market thoroughly, profiling and contacting the widest range of acquirers, which can include not just trading companies, but Private Equity and individual investors too.

Our success in representing company owners is reflected in the range of high-profile organisations who have acquired our clients, including Siemens, Phillips, BAE Systems and Walgreens Boots Alliance. As a global business, in a global industry, our focus is worldwide: around 30% of clients sell to an overseas acquirer.

“Sometimes a business is ready to sell,
but the people running it don’t realise it.”

– Jonathan Barker, who sold The WATCH Lab to Aurum Holdings, owners of Goldsmiths and Watches of Switzerland, with BCMS

WHAT CAN WE DO FOR OUR REFERRER PARTNERS?

Our main role is to help you in your advisory capacity – to assist you in keeping up to date with the key issues involved in M&A transactions. We can support you in advising your client in any areas you are unsure about – bridging a possible gap in your expertise when it comes to discussing business sale and/or investment options, and succession planning. As a BCMS referrer partner, if your client approaches you with the “Should I sell?” question, you will be better prepared than ever before.

To do this, **we offer a wide range of information, brochures and other collateral.** These include white papers, market research, advice books, technical commentary, deal updates, webinars, video material and useful downloads. In addition, we can offer dedicated online resources, with a personal login for your organisation.

We also encourage you to invite your clients to our acclaimed national Masterclass seminar programme, where they can learn some of the key components involved in every business sale, and which has been described by delegates as “eye opening”, “thought-provoking” and with “more lightbulb moments than I had any right to expect”.

All this is offered to you free of charge.



We currently work with a wide range of advisory organisations, including accountancy firms, business mentors, training and development consultants, lawyers, wealth managers, Non-Executive Directors and interim Financial Directors, all of whom refer potential clients to BCMS on a regular basis.

WHAT OUR REFERRERS SAY ABOUT BCMS

“As an accountancy firm, we are seen by our clients as their trusted advisor. We recognise, however, that we cannot be experts in everything.

We have regular conversations with clients around their exit strategy from a business, and if a sale is a possibility we will invite them to a BCMS seminar to understand the process in more detail. This is not a hard sell, and BCMS recognise that it might be many years until the business is ready to start the sale process. The client leaves informed, but not pressured in any way to make a decision.

We would thoroughly recommend a partnership with BCMS to any advisor who works closely with businesses. It really has been a really important partnership for HSC, and allowed us to do the best by our clients.”

Tom Bowen, Director, Hilton Sharp & Clarke

“BCMS do some things far better than we accountants: widening the selection of buyers, managing the data room, explaining the whole process to the client... and of course there is the fee-share when the deal comes off!

Most firms of accountants don't have a dedicated corporate finance team and don't specialise in M&A. BCMS can handle all sizes of deal: small, medium and large. They are set up to talk to clients who are considering a sale and can be patient until the time is right.”

Mark Holt, Mark Holt & Co

“I was beginning to despair of the number of clients who walked into my office to tell me they had sold their business, and could I now help to sort it out. It's now different. In 2016, one of my clients took my advice and approached BCMS to help them sell. They successfully sold in summer 2017, and I am really happy to report that BCMS delivered on all their promises. My client had multiple acquirers competing to buy their business, and accepted an offer twice that of the lowest offer. Most importantly, I have a delighted client.

I have asked that we work closer with the BCMS team. I don't want my clients – or us – to miss out.”

Stephen Moulds, Moulds & Co

WHAT ARE THE BENEFITS TO YOU AS A REFERRER?

There are **strategic advantages**. You will be able to offer value-added services to your existing clients, in the form of useful insights, information and advice. You will be able to assist your clients in their goal of securing the best outcomes for themselves, their business and their staff. Ultimately, you will be instrumental in helping them in their decision-making, because you can be confident BCMS will advise them on the right time to sell, explore the market of potential acquirers, and work exclusively on their behalf to drive the best deal possible, at the best price – whichever sector they operate in.

In addition, there are **financial advantages** to your organisation, in the form of our fee-share scheme. For every client you refer to BCMS who goes on to engage us as their advisor, we pay you a percentage of our consultancy fee. At the point a sale transaction is successfully completed, you will receive a further payment, a proportion of our success fee. As an FCA-regulated business, we ensure all our relationships with referrers are fully transparent.

For repeat referrers, we offer a higher proportion of fee share. For more details on this, please speak to a member of the BCMS partnering team.



“We would recommend BCMS to any advisor who works closely with businesses. It allows us to do the best by our clients.”

–Tom Bowen FCCA CTA, Hilton Sharp & Clarke

YOUR NEXT STEPS

If you are interested in referring to BCMS, the first step is to have an open conversation with us to determine the best way we can work together. Every one of our partners has a different client base, so it is important we understand the way your organisation operates, and identify where we can help you add value.

To find out more, email us on partnering@bcms.com or call **0118 207 9800**.

To discover more about BCMS, view our success gallery, and get news, views and insights, please visit our website: www.bcms.co.uk

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