



Client interview

BCMS Corporate client: John Brown Associates

Business activity: Prestige themed mobile bars

Name: Louise Brown

Why did you decide to sell your business?

'We wanted a change really.'

How did you find out about BCMS Corporate and why did you select us to sell your business?

'A friend recommended you.'

Did you consider any competitors of ours and if so why did you not use them? If you didn't consider any competitors, why not?

'No we didn't consider anyone else, we went to your seminar and liked what we heard.'

How did you feel the sale process was managed?

'I think it was managed pretty well really. The people that we had helping us were lovely.'

How important was confidentiality and why was this?

'It was extremely important because we didn't want any of our contracts to feel that we were looking to selling the business.'

Did the sale process affect the everyday management of your company?

'Yes, to a degree, but I guess that that would be the same no matter what agent you used. One has to provide a lot of information.'

Are your staff staying with the company and was this an important factor in the sale process?

'Yes they are, and yes it was.'

Will you have any involvement in the business post sale and if not what does the future hold for you?

'We are, but only for the next six months and then after that we've got other things we will be doing, probably buying another business!'

Would you recommend BCMS Corporate's services to another company which is considering selling?

'I would recommend you because at the end of the day you sold our company.'

How satisfied were you with the sale price and terms achieved?

'To be honest, I think it was a fair price. I feel it was fair and the terms of the sale were okay. I think we achieved the best that could have been achieved.'

What is your overall opinion of BCMS Corporate?

'I think they BCMS Corporate are a good company, I was quite happy with them and I liked our Deal Leader Mark Lucas who managed our sale. I always got the feeling everyone was working very hard and they always knew who you were when we phoned.'