

**SALE OF AASM LIMITED**

**BUSINESS:** Marketing Fulfilment

**BUYER:** Prestige Services Group Limited

**A SELECT SUCCESS STORY**



- \* Sale completed in 5 months
- \* Select contacted over 130 potential buyers
- \* Three offers received for the business

**The Story**

Our client was a 38 year old entrepreneur with a problem. He had owned marketing fulfilment company AASM Ltd for six years and had successfully grown sales and profits, but frankly he was ready for a change. Out of the blue a former employer had approached him with the offer of senior level corporate position. This appeared to offer the fresh challenge he was looking for - but there was a catch. Our client had to be available to take up the position within 6 months.

After reviewing the situation we concluded the best option for a quick sale was to market the company directly to other players in his industry, although for to make sure no stone was left unturned we also advertised the business and circulated our list of more than 300 professional advisors.

We approached 137 UK based businesses in an intense one week campaign and of these 31 signed our confidentiality agreement and took the full details. We met with seven potential buyers and received three offers for the business.

Because of the aggressive timeline the ability to complete within a few weeks was an important consideration in choosing the eventual buyer. Essex bases Prestige Services Group Ltd seemed the best candidate for a quick sale and we managed to get from accepting an offer to legal completion in just under a month. The sale closed with almost a month to spare on the client's six month timeline.