BROKER PARTNER SUPPORT

Help good businesses become ready to buy or sell.

Brokers meet owners at the point where an acquisition or exit starts to feel real. Some are ready to move. Others have a credible business or acquisition idea, but the preparation has not kept pace with the ambition. That is where Franata fits.

The aim: keep a credible opportunity moving until the owner and the business are ready for a proper transaction process.

PREPARING TO SELL

Find the questions before the buyer does.

- Work out what a buyer is likely to challenge before formal diligence begins.
- Strengthen revenue quality, margin visibility, management information and operating control.
- Reduce owner dependency and make contracts, customer relationships, IP and key processes easier to understand.
- Build a practical improvement plan around the issues most likely to affect confidence, value or timing.

PREPARING TO ACQUIRE

Be ready to own it, not just buy it.

- Clarify why the acquisition is being made and what a successful result should look like.
- Test management capacity, operational readiness and the assumptions behind the opportunity.
- Examine the commercial and operational picture alongside formal financial and legal due diligence.
- Turn the acquisition case into a realistic integration and first 100-day plan.

ONE READINESS MODEL, ADAPTED TO THE SITUATION

Commercial model	Information and controls	Customers and contracts	People and dependency
Operations and capacity	Systems, assets and IP	Suppliers and premises	Integration and handover

~50% of British SME owners do not fully understand the steps involved in preparing a business for sale or the challenges they may face.

Source: Marktlink SME Barometer research, 224 UK SME owners, 2024. marktlink.com/uk/insights/49-of-european-sme-entrepreneurs-do-not-have-a-clear-exit-strategy

HOW THE PARTNERSHIP WORKS

A stronger client for the broker. A better prepared owner.

Franata fills the space between initial interest and transaction readiness. The broker retains the transaction relationship. I help the owner or acquirer deal with the commercial and operational preparation sitting outside the broker's normal process.

GOOD REASONS TO INTRODUCE FRANATA

- A credible owner wants to sell, but the business or the owner's expectations are not ready.
- The value depends too heavily on the owner, a small number of customers or informal ways of working.
- The information needed to support the story is incomplete, inconsistent or difficult to evidence.
- A buyer has the appetite to acquire, but no clear integration capacity or plan.
- A transaction has paused because issues emerged that need fixing before confidence can be rebuilt.

WHAT HAPPENS NEXT

01 **Broker conversation**
We establish why the opportunity has stalled and whether I am genuinely the right person to help.

02 **Owner or acquirer conversation**
A confidential discussion clarifies the objective, timing and the gaps that need attention.

03 **The smallest sensible engagement**
That may be a focused review, a structured readiness assessment or ongoing monthly support.

04 **Clear handback**
Progress, confidentiality and the route back into the transaction process are agreed at the outset.

THE BROKER KEEPS

- The sale or acquisition relationship
- Valuation, marketing and buyer engagement
- Transaction negotiation and broker fees
- The client when the opportunity is ready to move

FRANATA PROVIDES

- An independent readiness review
- Priorities, actions and clear ownership
- Practical support while the gaps are addressed
- Coordination with legal, tax and financial specialists

CLEAR BOUNDARIES

I do not act as the broker, provide legal or tax advice, produce a formal valuation or replace specialist due diligence. My role is to make sure the owner, the business and the commercial plan are better prepared for those processes.

Let's test it on one opportunity.

If you have a credible owner or acquirer who is not ready to move, a short conversation will establish whether the gap is something I can help close.

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