Sample document. The firms in it are described by their trade, and every figure is illustrative.

Plan for the owner of a fire and security installer

Selling your business: the teaser and the process

What buyers will see first, who they are likely to be, and the steps from first contact to completion.

Prepared for

The owner of a fire and security installer, North West

Prepared by

A corporate finance adviser

Date

November 2026

Summary

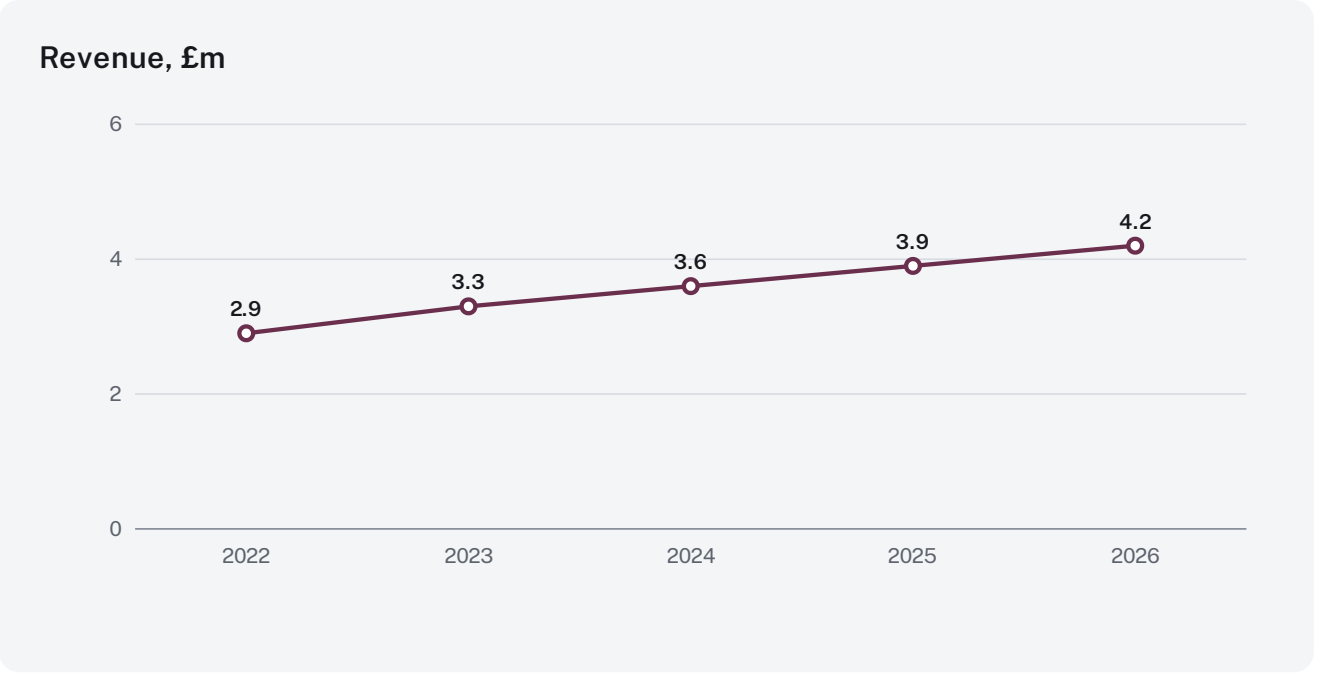
The business has grown steadily, most of its income repeats every year and the team runs day to day without you. Those are the points a buyer looks for first. We suggest approaching a short list of trade and private equity buyers in the new year, aiming to complete within nine months.

The business in brief

£4.2m	61%	38	22
Revenue	Recurring maintenance income	Staff	Years trading

SOURCE Management accounts, year to March 2026

Revenue over five years



SOURCE Filed and management accounts, years to March

Likely buyers

TYPE	WHY THEY BUY	WHAT THEY ASK ABOUT
Larger fire and security groups	Customer contracts in a new region	Contract terms and engineer retention
Private equity backed platforms	Recurring income to build on	Management depth and margins
Facilities management firms	Adding a specialist service	Accreditations and insurance

The process

1. **January: the teaser.** A two-page summary goes to buyers without naming the business.
2. **February to March: information memorandum.** Buyers who sign a confidentiality agreement get the full picture.
3. **April: offers and meetings.** We shortlist on price and terms, and you meet the best two or three.
4. **May to September: due diligence and completion.** We manage the data room and the timetable with your solicitor.

Before you start

- Speak to your own tax adviser about Business Asset Disposal Relief and timing.
- Check which customer contracts need consent on a change of ownership.

Next steps

A meeting to agree the buyer list

Then

1. We draft the teaser for your review

Corporate finance adviser (sample)