



Case Study – Claims Consultancy

Supplier Services – Facilitating sale of the Business - Acquisition, Merger and Disposal in the Claims Marketplace.

External market insight and expertise becomes especially valuable to a client considering selling their business. How is your business seen in the marketplace? What price might they get, for what obligations?

The owners of a successful claims service provider felt the time was right for them to cash out. Their objective was to find the right calibre of interested parties that would ensure the continuation of their business.

Given their reputation within the claims market for expertise and independence, SX3 were appointed to facilitate the sale process.

SX3 worked with the client to clarify the owners' preferences for a potential suitor. This was important since any likely sale terms were likely to require the owners to work for a period with the new owner.

Market research was undertaken including 'Mystery shopping', on the client's competitors in order to understand the business' USP's and the opportunities/challenges for growth. The 'pitch' for the business, rooted in market understanding, was agreed.

Private or Public Sale?

The strategy for this sale process was decided to be private and confidential – in this case it would best ensure the sale realises top value without damaging the business through public uncertainty.

A long list of potential interested parties was developed and agreed with the client. An NDA was created that would be put in place to facilitate discussions agreed targets. SX3's extensive contacts list was leveraged to identify the right individual within the potential interested parties to ensure early conversations were at the right level but kept discrete.

A shortlist of interest parties was developed as a result of SX3's market engagement activity. SX3 facilitated meetings between their client and those interested parties, and generally supported their client until the successful conclusion of the sale.

Three interested parties moved through to negotiation stage, and the business was sold to a blue-chip, multinational business at a figure that exceeded the client's original expectation.

Particularly gratifying for the client was that, following the sale, the client could see the business that they had created flourish through new investment and fresh thinking.



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SX3 Case Studies – are published to help prospective clients understand how value opportunities for the use of our services may be found and to give an insight as to how SX3 works with clients. All projects are unique and have more detail than can be expressed here.