



Identifying Ambition & Creating Better Deals

Connecting you with the best in Law, Accountancy
& Wealth Management markets.

Changing Lives &
Businesses for the Better.



WWW.ORTUSGROUP.COM

Our Mission... Paving the Way

Operating since 2004 under the guidance of Founder and Managing Director, Colin White, Ortus Group is best known for its work in the professional services markets, but our universe has expanded substantially into wider industries. Specialising in business brokerage, succession planning, senior executive search projects and exit strategies for businesses and individuals, Ortus Group can help most owners achieve their next business goals from retirement and capital release to building departments and acquiring new businesses in the UK and beyond.



Colin White
Founder & Managing
Director



Dan Sill
Head of Legal Executive
Search Team

Ortus Group's proposition is based upon how we identify, originate and execute sales and mergers by utilising our head-hunting methodology developed over 20 years.

Rather than relying simply on the traditional method of originating possible deals from a purely active marketplace, we instead assess your business and objectives to create an ideal target profile to guide our research team in identifying third parties who are likely to represent the best targets rather than simply relying on the active market and hoping the best of those is good enough.

We identify and engage strategic passive targets in addition to those more active in the market to ensure you, as the buyer, can be confident in the deal we reach being the best one possible rather than simply the best of those known to your own network and various business brokers.

We work inclusively with your current team of advisors (internal and external) who know you and your key objectives well. This collaborative working practice allows us to reach the right outcomes together, soonest.

Explore Ortus Group... What We Can Do For You

Our objective is to help our clients reach their goals and secure better deals for their company, its owners and its employees, whether that be through acquisition, merger, sale or extensive executive search projects.



Working with Ortus Group as your sounding board, facilitator and critical friend on your side, you can:

- Access a much larger market with all relevant targets being investigated whether or not they are actively seeking sale. This gives you confidence in the deal you complete being the best possible rather than simply relying on the options presented by a limited network;
- Review all findings together to agree which opportunities to explore in detail before your name or your company's name is disclosed. This means absolute confidentiality throughout the preliminary research and engagement phase which protects your position.
- Know that Ortus Group is dealing with the background headaches and ego management within such transactions, so your time and attention remain focused on your day job.



We understand the challenges to overcome and the time investment required to identify and attract the best people as well as the typical challenges to overcome in business sales and purchases. Ortus Group will introduce you only to the best people and businesses who can help you achieve your goals, be they business sale, acquisition or profitable growth via appointments of senior executives or teams.

Colin White
Founder & Managing Director

Our Expertise

- Exploring and reviewing your objectives to enable the development of a strategy to achieve these goals;
- Assessing relative strengths and weaknesses of your business to enable an honest assessment of the opportunity we will be presenting to sellers and what key problems we are able to solve for them;
- Developing a thorough brief summarising strategy objectives, key aspects any prospective sellers will reasonably wish to know in the preliminary stage and articulating value enhancers for your business to maximise its attractiveness to targets;
- Being your critical friend to tackle potentially difficult questions before a third party so we can plan and rehearse a mitigation strategy;
- Researching the market to identify both active and below the radar opportunities before filtering and creating a shortlist of qualified prospects to give you the best possible choices;
- Protecting your time by making sure you only attend preliminary meetings with motivated parties that have been vetted and qualified during our initial search phase;
- Negotiating and facilitating key points from heads of terms through to completion day;
- Liaising and coordinating with other advisors to maintain momentum;
- Supporting you and the seller throughout the entire process;
- Connecting you with other relevant third parties who can be helpful; from funders to insurers and independent solicitors and accountants;
- Most importantly, protecting you and your time commitment to your ongoing business operation from the full burden of the added stress and workload that such transactions bring.

Ortus Group Strives to Work Well for Others.

Our Recent Case Study... Pushing into the Top 100

Ortus Group was invited to attend a meeting with the board of a £15m turnover firm who were considering the best way to cement their already strong position by growing their footprint into London as well as building their reputation in practice areas where they already had a good name.

They had been trying to secure a deal with a London firm for over two years and had lengthy talks with three firms, all of which were abortive and costly in terms of opportunity cost, partner time and returning to square one of the growth plan. Having engaged Ortus Group previously for executive search projects, they subsequently engaged us to access London.

We researched the market and identified twelve firms that looked like good targets when overlaid with the strategy. Following agreement with the client on this target list, we engaged with the

senior partners of each of these firms to find none of them were actively seeking sale. However, on further exploration, we developed a strong link between shared objectives and led discussions with three who were open-minded and motivated before agreeing heads of terms with a £2.5m Westminster practice.

This took place within three months of instruction and the deal was completed within the next four months. This move was supplemented by the subsequent acquisition of a private client boutique, a corporate finance boutique and two head-hunt projects to deliver new department heads as part of an encompassing succession plan.

Within twelve months of instructing Ortus Group, this firm moved into the top 100 by turnover and firmly established themselves as a national presence.

A Clear Acquisition Strategy is Essential to Ensure the Correct Results.

Why Ortus Group... Unlocking Your Potential

- Experienced directors who have bought and sold their own businesses as well as worked alongside countless other owners while working on sales and purchases, so we really understand what you are going through.
- Honest assessment of your business to identify where the true value is and any potential obstacles before going to market.
- Emergency situation support including experience working with insolvency practitioners, regulators, funders and insurers to find value and mitigate risk of buying distressed businesses that cannot be saved without shedding debt.
- Preparation of detailed Information Memoranda, identifying all key first stage due diligence information and putting your business in its best light.
- Unique methodology to get in front of passive sellers, not just those known to be in the market.
- Dealing with both passive and active targets means we can screen all interested parties to establish the best opportunities for you without identifying you, or your business.
- Skilled negotiators can help make sure best value is achieved in heads of terms.
- Our network of funders can assist sourcing sufficient funds to complete the deal.
- Working closely with accountants, solicitors and other advisors all the time means we can support you through the boring parts that otherwise take a huge amount of your time.
- We do much of the heavy lifting for you throughout the whole process, meaning you can focus on running your business and maintaining its value.
- Constant support by telephone whenever you need to talk through your concerns.



The Process...

Making a Successful Acquisition

01

Preparation

Agree your objectives, expectations and what you have to offer a potential seller.

02

Packaging

Business review and strategy brief prepared.

03

Marketing

Articulating the key selling points of your proposition.

05

Negotiating the Deal

Heads of terms negotiated and agreed with seller.

04

Seller Identification & Screening

Initial findings reported back to you, NDA issued to parties you like and fuller disclosure obtained to enable selection of favoured candidate following initial meetings.

06

Due Diligence

Once heads of terms agreed, assist in gathering and examination of due diligence.

07

Legal and Financial Considerations

Advisors to agree details of the purchase agreement, all supporting documentation and structure the deal in a tax efficient manner.

Completion day!

Ensuring Value for You, Your Clients & Your Team.

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