



Identifying Ambition & Creating Better Deals

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

Changing Lives and
Businesses for the Better.



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 legal sector, but our universe has expanded substantially into the wider professional services markets. Specialising in business brokerage, succession planning, senior executive search projects and exit strategies for businesses and individuals, Ortus Group can help most professionals achieve their next business goals from retirement and capital release to building departments.



Colin White
Founder & Managing
Director



Paul Meaden
Director & Head of
M&A

In early 2019, Paul Meaden joined Ortus Group as a Director and Head of M&A to develop the M&A division targeting the professional services market. Paul has acted as consultant and business broker to many companies in the wider industry as well as experiencing the good and the bad of the business brokerage world having gone through the process of selling his own business.

Ortus Group's proposition is based upon how we identify, originate and execute sales and mergers by utilising our headhunting 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 the business looking to sell and create a target list of 'ideal' buyers who are likely to obtain the most value from such a business rather than simply hoping the active buyers will be a good enough fit. We identify and engage strategic passive targets in addition to those more active in the market to ensure you as the seller can be confident in the deal we reach being the best one possible rather than simply the best of those actively in the market.

We work inclusively with your current advisors who know you well and have your best interests at heart. These collective working practices with your trusted advisors (accountant/solicitor/financial advisors etc.) allows us to get to the right outcome soonest.

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

Our objective is to help our clients secure a better deal for their company, its owners and its employees, whether that be through acquisition, disposal or even MBO.



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

- Access a much wider market with all relevant targets being investigated whether or not they are actively seeking growth. This gives you confidence in the deal you do being the best possible, not just relying on the best option known to be in the market;
- Review of all findings with us 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 business and headaches of such transactions, so your time and attention is not diluted from your day job thus protecting the profitability and ultimate value of your business during this time.



We understand the challenges to overcome and the time investment required to identify and attract the best people and businesses in the professional services market. Ortus Group will introduce you only to the best of both who will help you achieve your goals, be that business sale, acquisition or profitable growth.

Colin White
Founder & Managing Director

Our Expertise

- Reviewing the business owners' personal and business objectives to enable the production of a plan and strategy to achieve these goals;
- Conducting a review of the business to enable an honest assessment of its health, position in the market and any key recommendations prior to marketing;
- Drafting a thorough Information Memorandum detailing key aspects any prospective buyer will need to know in the preliminary stage as well as uncovering any value enhancers for your business;
- Being your critical friend to tackle potential 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;
- Negotiating all key points including heads of terms;
- Liaising with and coordinating other advisors;
- Supporting you throughout the entire process;
- Connecting you with other relevant third parties who can be helpful; from funders to insurers and solicitors;
- Most importantly, protecting you and the profitability of 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... Planning for the Future



- Initial meeting established the partners of CMHT were considering their options for future succession planning, so we discussed alternative ideas, timescales and key considerations.
- An information memorandum was created which outlined the business of CMHT, the key considerations and expectations of the owners together with all the key front line information interested parties would require.
- Ortus Group researched the market and identified fifteen companies (local and national) that our researchers felt would be attracted to what CMHT has to offer before contacting and testing this as well as articulating key considerations and expectations.
- After initial conversations, three parties were shortlisted, presented to CMHT and then with their agreement, NDAs were put in place to facilitate detailed discussions and to identify CMHT to these three companies for the first time.
- Ortus Group arranged and chaired meetings with all parties and agreed heads of terms and an exclusivity period with Star Legal.
- Due diligence was undertaken with full support from Ortus Group through the process until the transaction completed 180 days after instruction.



Dealing with Ortus Group, who brokered the deal, has been a pleasure from start to finish, as their wealth of knowledge of such transactions has been a constant guide and reassurance throughout the process.

Philip Bellshaw
Former Owner of CMHT Solicitors



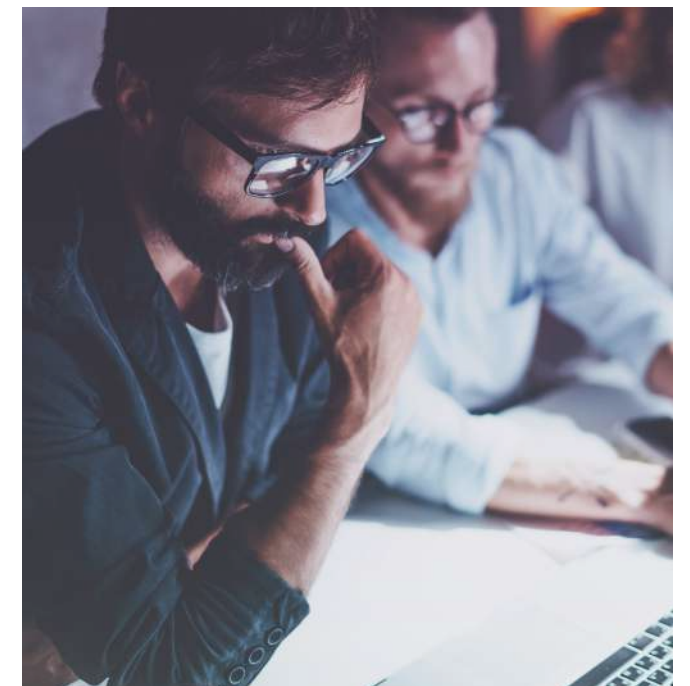
Ortus Group have been very professional in their approach; always ready to assist when required to progress the deal.

Ian Foster
Joint Managing Partner of Star Legal

A Successful Exit Strategy is Essential to Preserve a Successful Business.

Why Ortus Group... Unlocking Your Potential

- Experienced directors that have bought and sold their own businesses so really do 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 head off risks of intervention or liquidation.
- Preparation of detailed Information Memorandum, putting your business in its best light.
- Unique methodology to get in front of passive buyers and sellers as well as those known to be in the market.
- Dealing with both passive and active parties 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 the best value is achieved in heads of terms.
- Our network of funders can assist buyers in sourcing sufficient funds to complete the deal.
- Support buyer on collection and assessment of due diligence to make the process swift and as pain free as possible for the seller.
- Working closely with accountants, solicitors and other advisors all the time so 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... Selling Your Business

01

Preparation

Agree your objectives, your expectations and assess marketability of your business.

02

Packaging

Business review and Information Memorandum prepared.

03

Marketing

Articulating the key selling points of your business together with challenges that need to be mitigated.

05

Negotiating the Deal

Heads of terms sought from buyer.

04

Buyer Identification & Screening

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

06

Due Diligence

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

07

Legal and Financial Considerations

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

**Sale
Completes
& Funds
Received!**

Ensuring Value for You,
Your Clients & Your Team.

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