

Unlock Your Business' Potential

Lessons from the Market:

Real Risks, Quiet Fixes

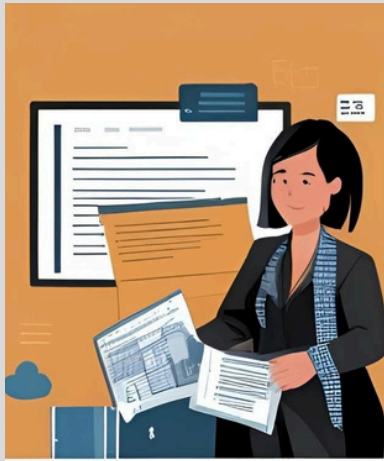


Keep the value in your business!

At Stanley Strategic Consultants, we support letting/estate agency owners preparing their businesses for sale or long-term success. We've been through it ourselves — and we've seen what happens when even small oversights create large consequences.

This guide brings together real stories from the market which, had we been reviewing before the sale process had started, might have been fixed:

Early preparation for sale results in calm, considered actions leading to a successful sale and little stress. But where the opposite happens: Agency sales go wrong!



A Business Worth £2 Million — Until It Wasn't

One agency entered negotiations with a valuation of £2 million. Due diligence uncovered compliance failings in a niche legal area that the branch manager wasn't even aware of. The buyer calculated the potential fines at £6 million — and walked away.

Another business, originally valued at £850,000, was sold as an asset-only deal at just £1,000 per property. Poor record keeping and unclear processes led the buyer to uncover risks of up to £3 million in fines. Confidence dropped. So did the price.



Paper Files, Offsite Storage — and a Lost Buyer

Years of agreements and safety certificates were stored in an offsite lock-up. Retrieving, scanning, and verifying them slowed the deal so significantly that the buyer pulled out entirely.



CRM Systems Used — But Not Properly

We see agencies relying on software systems but not using them to their full capability. Tasks left incomplete, alerts missed, procedures inconsistent. The gaps are invisible until someone looks closely. Buyers do.

In several cases, compliance issues weren't deliberate. Staff hadn't followed procedures. A gas certificate had expired. A deposit hadn't been recorded properly. Procedures not followed or none set. "We didn't know," is a common explanation. But buyers don't buy uncertainty.



The Market Is Changing

Most agencies can trade out of short-term issues. But with the Renters (Reform) Bill on the horizon — including continuous periodic tenancies and the removal of Section 21 — correction windows are narrowing. The market is asking tougher questions. We help you answer them.

Stay in Control

We work quietly alongside letting/estate agency directors to prepare for what's ahead. We identify the gaps before buyers do, and help you strengthen your foundations without disruption.

If you're thinking ahead, we invite book a quiet compliance review at stanleystrategicconsultants.co.uk



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