

# Project Payroll Buyer

## CASE STUDY

We were approached by a UK based Payroll / Umbrella company were seeking to grow in their existing market place.

They were frustrated at missing out on opportunities mainly due to hearing about them too late and wanted a service that put them on the front foot.

The shareholders briefed Adepto regarding deal size, circumstances and valuation parameters in order to empower us to have meaningful discussions with potential vendor at shareholder / director level.

We built a customer data set of suitable companies and started to build communication data with them. Targets were mailed and emailed and then telephoned to ensure safe receipt of our emails/letters.

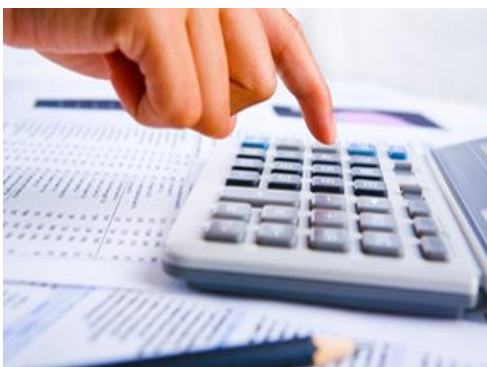
Once completed we arranged further calls with those who were receptive. Calls were executed and a shortlist of suitable prospects created. Confidentiality letters were quickly put in place and a tailored fact find sent over to the targets.

The completed fact finds provided our client with a concise summary of the business and a basis to arrange to request further information/arrange a face to face meeting or not as the case was.

Meeting and further discussion took place and our client selected a target and formulated an offer which based on discussion he knew was agreeable to the vendor.

A £1m transaction was completed within 4 months.

Emp No.	Salary
13	\$20,289
14	\$18,555
15	\$56,703
16	\$44,565
17	\$567,366
18	\$56,703
19	\$56,703
20	\$56,703
21	\$56,703



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