

From: [Ian Evetts](#)
To: don@andonfreres.co.uk
Cc: [Kerry Rogers](#)
Sent: Tuesday, September 20, 2005 1:27 PM
Subject: Feedback

Don - as promised here is some more detailed feedback on the process of working with you over the last few months. I am quite happy if you want to use this in promotional material, or if you want me to talk to any prospects. Please note that I don't write fan mail like this unless I believe it to be true - so thanks for your help.

Feedback on Andon Freres

I came across Andon Freres in Business for Sale magazine. Prior to this we had attempted to sell our business using our own auditors - after a year of trying I had realised that although they were, and still are, excellent auditors they were insufficiently specialised in the area of business sale and so was looking for a specialist broker. I was impressed by my first conversation with Don Glossop - he took a very practical and realistic approach to the process of sale, and his appraisal of my company was honest and fair. I liked Andon Frères approach to charging and was comfortable from the start of the process that this would work well and that myself and my finance director could work with Don and his team.

The response to the IM was extremely good - Don quickly winnowed the wheat from the chaff, and, interestingly, found a very good prospect for us from his own contacts - I saw this as a real value add that we would certainly not have got by continuing with our auditors. What was particularly good during this phase was the high level of contact from Don and Adele - we received daily updates, and permission was always asked as to whether we wanted our IM submitted or not. I found the level of proactivity to be high and it was well received as we felt involved with the process

At all times during the process, Don was available to advise based on his extensive experience, and was keen to ensure that the sale was right for us, not simply to close a deal - this was much appreciated.

It is also worth emphasising the role of Don's team, in particular Adele who was incredibly efficient, knowledgeable and a pleasure to work with. She provided cover for Don whilst he was on holiday and I felt very confident during this time with the support she provided.

During the final stages of the deal, we didn't require quite so much assistance from Don - however there were a couple of times when advice was available on request and the quality of it much appreciated.

If/when I ever develop another business and look to sell it, there is no doubt that Andon Freres would be the first company I would look to assist me with this.

Rgds,
Ian

NOTICE: The information contained in this e-mail is confidential. If you have received this by mistake you should not disclose, copy, circulate or in any other way use the information contained herein. This e-mail may be legally privileged and unauthorised use may be unlawful. If you have received this e-mail in error, please telephone us on 01709 300 900 immediately so we can arrange for its return. Please then delete your copy.

This email has been scanned for all viruses by the MessageLabs Email Security System.
