

Henley Business Group launches Price Maximiser programme to boost SMEs preparing to sell

Price Maximiser aims to avoid SME owners selling up short of the true potential their business could achieve



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According to Rafael Katz, senior deal manager at Henley Business Group, too many SME owners spend a lifetime building a valuable enterprise and when they sell up to retire they fail to extract its true potential. Katz notes that "they are too busy running what is a successful business to consider how to really give it a boost to get to the next level and we're here to enable that journey".



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Rafael Katz

Norman Younger, Director at Henley adds that "Once retirement is on the radar SME founders and owners are content to cash in without appreciating that with the right support they could increase their reward hugely, if the process is started sufficiently early in advance of putting up the for sale sign".

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Areas covered typically include Strategy & Planning, People & Operations, Sales & Marketing, Cash Management, Leadership and Personal Development. Many of these are more or less in place to some extent often without the business owner realising it, and the Profit Maximiser programme aims to formalise and build on these fundamentals.

Henley Business Group specialise in [business transfer](#) of SMEs in the non-retail sector , typically from £0.5m to £10m in value, and all too often the potential in a sold business accrues to the buyer when a programme like Profit Maximiser could so easily have put the money in the seller's pocket.

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