

WHY IT PAYS TO USE RTA...

I thank you for the courtesy that you extended to me today. I trust that the meeting was beneficial to you and that the advice and guidance provided will assist you in reaching what is always an important and difficult decision.

When it comes to selling, you need to know that you are in safe hands and this comes down to the experience of the agent that you appoint to act on your behalf.

Many people get carried away with the question of fees and costs and allow this to cloud their judgment. The fees that an agent charges reflects the quality of their experience and skills. What should be remembered is that the difference between a good agent and a bad agent could actually be thousands of pounds - of your money.

Because one agent's fees are cheaper than another, it may appear, on the face of it, that this represents a saving of maybe a few hundred or a thousand pounds. However, this small saving can be far outweighed by the fact that the cheaper agent does not achieve the best possible price for you.

Other agents' inability to market effectively may result in them limiting your exposure to potential buyers. By not reaching the market as a whole this can restrict the price that you achieve and so, whilst you may save a few hundred pounds in fees, you could actually lose ten, twenty or thirty times this in the money you receive on sale. Remember, you get what you pay for.

At RTA we take a simple, logical view. Being the largest business agency in the UK we clearly advertise more and therefore more people are aware of the business opportunities for sale. By advertising more, and by telling more people about the availability of your business, we are able to achieve the best possible price for you.

As for our own fees, we do not have standard or set terms. Each of our clients are unique and so we tailor our fees and our service to suit your specific needs. They are individually negotiated so that we can ensure that we are providing you personally with the quality of service that you require.

So, when you have reached that final decision the next step is to contact our valuation department on our **Freephone number 0800 393664.**

My office will arrange for me to meet with you once again at your convenience in order for us to discuss the matter in further detail so that we can establish your specific requirements. How long we are going to act for you, what type of advertising and marketing you want us to undertake and how discreet this is to be. At the same time we can discuss any other services that you would like us to provide and between us we can agree a fee that is fair, reasonable and acceptable to us both.

Please remember that for our company to be as successful as we are then our clients need to be successful – successful in selling!

If you read the brochure that I left with you this details the history of our company and we even provide "references" should you wish to take up a reference on our company because we understand the importance of the decision that you are making.

We also detail the actual procedures that we adopt so that you know exactly how we are going to work for you, and therefore please consider the following.

- We are the largest advertiser of businesses for sale in the UK. If we advertise more then we must sell more.
- We have been established for over 35 years and have in excess of 100 staff always on hand to service your every need.
- We are the only agents that provide you with written details of our procedure before you appoint us.
- We are so confident in our service that we are the only agent who offers you references because we appreciate the importance of the decision you are making.
- Our Associate company is La Salle who are probably the largest commercial finance broker in the UK and can provide loans and mortgages against all the businesses that we offer for sale.
- We are unique in that we do not set the fees; these are individually negotiated with you so that the individual service being provided to you is reflected.

We set our standards high. This is good for us and also good for our clients. We certainly do not like to lose business and therefore if there is any aspect of our services or our advice that needs to be clarified for you, then please do not hesitate to contact our office. I spend my personal time out meeting with clients but there is always a competent manager within our office that can assist you and answer any queries that you may have and therefore please do not hesitate to make contact on our **FREEPHONE NUMBER: 0800 393664.**

I trust that both RTA and myself can be of assistance to you either now, or in the future, and in the meantime would assure you of my best and personal attention.



FREEPHONE 0800 393 664

