

**Partnership overview**

# You've built a good business. **Let's see what we could achieve together.**

This overview explains who we are, what we can bring and what a partnership could look like.

**€3m+**

Annual profit

**1,600+**

Google reviews, 4.9 average

**NL & BE**

Established businesses



## 01 · WHO WE ARE

# We've built businesses like yours.

We are Mikail and Henkjan, the entrepreneurs behind BPT Safety Group and Brandpreventie Techniek. We have built successful fire safety businesses in the Netherlands and Belgium. Now we are looking for one established business in the United Kingdom to grow with.

We know what it takes to grow a service business: winning new customers, finding good engineers, keeping planning and purchasing in order and running day-to-day operations. We have turned that experience into systems and ways of working that help us reach customers, keep them and work more efficiently.

We also know a business is more than its financial results. It is the people, the customer relationships and the reputation built up over the years. That is what we want to build on.



### Henkjan Peters, CEO

Responsible for commercial growth in the Netherlands and the expansion into Belgium. Your personal contact throughout the process.



### Mikail, Founder

Founder of Brandpreventie Techniek. Developed the commercial systems behind our growth.

## OUR EXPERIENCE IN NUMBERS

**€3m+** annual profit · **1,600+** Google reviews with a 4.9 average · established fire safety businesses in the Netherlands and Belgium

## 02 · WHAT WE'RE LOOKING FOR

# One partner in the United Kingdom.

Rather than building a new business from scratch, we are looking for one established fire safety business to work with: a business with expertise, experienced people, existing customers and a good reputation.

We bring the commercial experience, systems and operational support we have developed in our own businesses.

### This may be of interest if you

- ☐ own the business and are actively involved in it
- ☐ have a team of around 3 to 15 people, with engineers who visit customers on site
- ☐ want to keep growing, but don't want to organise everything yourself
- ☐ are thinking about succession, a future sale or more freedom in your day-to-day work

### WHY ONE PARTNER?

We want to focus our time, people and resources. That is why we are choosing one partnership in the UK, rather than supporting several businesses at once. This lets us build a long-term relationship and invest in further growth together.

## Your expertise, backed by our experience and systems.

A good fire safety business runs on skilled engineers, reliable service and strong customer relationships. We help develop the commercial and organisational side around that.

### **A steadier flow of customers**

We approach business customers with targeted email campaigns. Our calling team follows up with interested businesses and books appointments.

Inspection reminders and review requests keep existing customer relationships strong and bring in new enquiries.

### **Less time spent on admin and organisation**

Our way of working includes support with planning, quotes, invoicing, purchasing and customer management. That leaves you more room for your people, your customers and the development of the business.

### **Systems to keep growing**

We have developed processes for sales, training, onboarding, customer reviews and daily operations. They help you professionalise your service without losing quality or the personal touch.

*Which systems become available, and how we use them, depends on the form of partnership chosen.*

## Growing together, in a way that suits you.

There is no preferred route. Together we look at which option fits your situation and plans for the future.

### Option 1

#### **Stay independent and grow with support**

You keep 100% of your business and remain responsible for your people, your customers and day-to-day operations.

We help with commercial development: targeted prospecting, telephone follow-up, booking appointments and customer retention.

After a successful pilot, we agree a long-term partnership, for example on a commission basis per qualified appointment.

### Option 2

#### **A possible sale, while staying involved**

Are you considering selling all or part of your business? Then we would like to explore whether an acquisition makes sense for both sides. That could be a full acquisition, or a majority stake where you remain a shareholder.

We also discuss what role you want after the sale, how long you stay involved and how we look after your people, customers and company name.

**We decide the final structure together. A sale is never an automatic outcome of a first conversation or a pilot.**

## First see how it works, then decide what's next.

We always start with a paid three-month pilot, whether you want to stay independent or are considering a sale. That way both sides can judge our approach in practice before we agree anything for the longer term.

### What the pilot includes

- A region chosen together, for example around your current base
- Setting up the systems and prospect lists
- A dedicated caller, recruited and trained for your region
- Email campaigns to potential business customers
- Telephone follow-up and appointment booking
- Review requests after completed customer visits
- Monthly reports on appointments, conversion and revenue

### The timeline

- **Preparation and setup:** around 4 weeks
- **Campaigns:** 3 months
- **Agreed in writing beforehand:** investment, region, targets and responsibilities

### OUR APPOINTMENT GUARANTEE

We agree a minimum number of qualified appointments for your region in advance. If we don't reach it within the agreed guarantee period, we keep working without a further monthly fee until the target is met, under the terms of the pilot agreement.

A qualified appointment is a confirmed visit to a business decision-maker in the agreed region, focused on fire safety maintenance. In return, we ask you to follow up appointments promptly, keep enough engineer capacity free and share the results with us.

### IF YOU'RE CONSIDERING A SALE

Even if selling is your main goal, we start with the pilot. That way we get to know each other and your business in practice first. Any acquisition is then handled as a separate process.

## A careful process, with clear agreements.

Selling a business is a big decision. That is why we take the time to get to know each other and understand what matters to you.

There are no fixed valuations or standard offers. We look at each business individually, including its financial performance, customer base, organisation and future potential. We discuss how value is determined up front, and we recommend you involve your own independent advisers.

### How an acquisition can be structured

We are entrepreneurs ourselves and fund acquisitions from our own business activities, without outside investors. Depending on the situation, we discuss different forms:

1. a payment on completion
2. an agreed amount paid in instalments
3. an additional payment based on future results (earn-out)

A combination of these can work well, but is not a fixed starting point. In a partial acquisition you remain a shareholder and share in the benefits as the business grows.

#### PROTECTION AND SECURITY

If part of the purchase price is paid later, we agree in advance: the payment obligations, any security, the method of calculation and the rights of both parties. We also agree how we handle financial reporting, future investments and any differences of opinion.

The exact terms are part of the negotiations and are reviewed independently, both legally and financially.

## Protecting what both sides have built.

A good partnership starts with trust. That is why it is clear from the start what we can expect from each other.

| Agreement                             | What it means                                                                                                                                                                                              |
|---------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Confidentiality</b>                | We treat business information, financial data and future plans as confidential. This applies to both parties, including if we decide not to go further together.                                           |
| <b>Exclusivity</b>                    | During a pilot, we don't work with a competing fire safety business in the agreed region. How exclusivity works after that is set out in any follow-on agreement.                                          |
| <b>Ownership and responsibilities</b> | The customers you win and serve yourself remain yours. Our systems, prospect data, calling infrastructure and methods remain ours, unless we agree otherwise in writing.                                   |
| <b>People and continuity</b>          | We make clear agreements about approaching each other's staff and about the use of data and systems. In an acquisition, we pay particular attention to the continuity of your team, customers and service. |

## There may be an opportunity worth exploring.

You don't need to choose between staying independent and selling yet. We would rather start with a good conversation about your business, your ambitions and the opportunities you see yourself.

- 1 Get to know each other.** We discuss your business, your plans and your questions about our approach.
- 2 Explore the options.** We look at where our experience and support add value and which form of partnership could make sense.
- 3 Work out a proposal.** If we both see potential, we put together a concrete proposal with clear agreements on the next steps.

We always start with the pilot. If you stay independent afterwards, we continue working together on a commission basis. If we are both considering an acquisition, a separate process follows the pilot, with a letter of intent, due diligence and possibly a transfer. If it turns out not to be a good fit, we each go our own way. Everything we have discussed stays confidential.

### INTERESTED, OR JUST CURIOUS?

Reply to the email this overview came with, and we'll arrange an informal introduction.



**Henkjan Peters, CEO**  
BPT Safety Group



**Mikail, Founder**  
Brandpreventie Techniek