

# Selling Your Business with Confidence to DGF Capital

## Introduction

If you are considering retirement and thinking about the future of your business, this guide is designed to help. Selling a business is one of the most important decisions an owner will make, and it deserves a thoughtful, well-managed process.

I am interested in acquiring established small businesses in the UK, particularly businesses with approximately 10 to 50 employees, where the owner is preparing for retirement or a gradual step back from day-to-day involvement. My aim is to provide a fair, straightforward, and respectful transition that protects the legacy you have built.

I understand that for many owners, a business is far more than a financial asset. It represents years of effort, relationships, reputation, and responsibility to staff and customers. That is why my approach is built around trust, discretion, and long-term stewardship.

This document explains how I approach acquisitions, what I look for, how the process typically works, and the information that is usually needed to assess an opportunity properly.

I encourage you to read through this guide carefully and discuss it with your spouse, family members, or trusted advisers if they are involved in the decision-making process.

At an appropriate stage, I can review your business confidentially and provide an initial assessment of suitability, value drivers, and the key factors that would shape a transaction.

My objective is to make the process clear, efficient, and respectful from the first conversation through to completion and handover.

## Why Owners Choose to Speak With Me

**Retirement-focused conversations.** I understand that owners approaching retirement often want more than just a price. They want confidence that staff will be treated fairly, customers will continue to be served well, and the business they built will remain in safe hands.

**Continuity and legacy.** Many owners care deeply about continuity. I take that seriously and aim to preserve what makes a business valuable, including its relationships, reputation, and operational strengths.

**Discreet and professional process.** Confidentiality matters. Early discussions can be handled carefully so that unnecessary disruption is avoided for employees, customers, and suppliers.

## What I Am Looking For

I am generally looking to acquire established UK businesses with 10 to 50 employees, a solid trading history, and an owner who is considering retirement, succession planning, or a gradual exit. I am particularly interested in businesses with a good reputation, loyal customers, dependable staff, and scope for long-term continuity.

## What Matters Most to Retiring Owners

- A fair and sensible valuation based on real business fundamentals.
- A buyer who understands the importance of staff, customers, and legacy.
- A practical transition plan rather than unnecessary disruption.
- Clear communication and a professional process.
- Confidential handling of sensitive information.

## How the Process Typically Works

1. **Initial conversation:** A confidential discussion to understand the business, your goals, and your preferred timing.
2. **High-level review:** I review headline information to determine whether there is a fit and what the main value drivers are.
3. **Indicative interest:** If appropriate, I outline my interest and the broad basis on which a transaction might work.
4. **Due diligence and detailed review:** I request further financial, operational, and legal information to assess the opportunity properly.
5. **Offer and transaction process:** Subject to findings, I work toward a fair structure, agreed heads of terms, and completion with professional advisers involved.
6. **Transition and handover:** Where needed, I can discuss a sensible handover period to support continuity for staff and customers.

## Documents Typically Requested

To evaluate a business properly, I will usually ask for a focused set of information. The exact request will depend on the business, but the following items are commonly useful at an early stage.

- Financial accounts for the last three years
- Management accounts for the current year, if available
- Summary of revenue by customer, service line, or product area
- Overview of key employees and management responsibilities
- Details of major customers, suppliers, or contracts
- Lease or property information, if relevant
- Any material liabilities, disputes, or ongoing issues that a buyer should understand

## About Me

My name is Dan Fuller, and I am the principal of DGF Capital. I am building DGF Capital with a long-term focus on acquiring and stewarding small UK businesses, particularly where an owner is considering retirement or succession. My background spans finance, sales, operations, construction, and blue-collar industries, and I have lived, worked, or studied in the United Kingdom, Canada, the United States, and Australia. I hold a Bachelor of Science in Finance and have also completed the CPA Financial Accounting and Reporting exams.

Much of my approach has been shaped by competitive sport, independence from a young age, and hands-on commercial experience. I have worked in demanding environments, including with high-net-worth families and leading businesses, and I value clear communication, responsibility, and sound financial discipline. My intention is not to buy and quickly sell. I am looking to build a long-term group of companies and to provide retiring owners with confidence that their staff, customers, and legacy will be treated with care and respect.

## Next Steps

If you are considering retirement and would like to explore whether your business could be a suitable fit, the first step is a confidential conversation. I can discuss your objectives, timing, and the broad profile of the business before deciding whether to progress further.

I recognise that selling a business is both a commercial and personal decision. My aim is to approach that decision with professionalism, discretion, and respect for what you have built.

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