**Rebrand existing website with new identity and colours as supplied**

**The website is at https: www.acquisitionsadvisory.com**

**The brief is to**

Remove the existing branding wherever it appears

Change the colour scheme on each of the existing pages to the new one

Add 4 new pages set out below

Keep most of the existing content and links

Add links to external sites

All changes to be coded

**All pages**

remove existing images and branding and change to the new style and branding supplied.

Remove Quick Quote everywhere it appears

Remove the address, telephone numbers, and email address from every page

Remove ‘How we work’ section from the bottom of each page

Remove twitter link from each page

Remove all references to ‘Rosemount Financial’ and substitute with ‘Acquisitions Advisory’ throughout.

**Page 1**

Replace ‘We understand financial Services’ with ‘All the help you need to buy a business’

**Replace text with**

Are you

* frustrated by the small number of buyer or sellers you can find?
* concerned that you may not have the experience you need to complete your deal?
* sure that you have all the skills to value a business and agree the best terms?
* tired with deals that fail after lots of hard work?
* Are you frightened that you may miss out on the best funding deals?

It isn’t every day that you buy or sell a business, and we appreciate that it can be a difficult time for both buyer and seller, often requiring skills not needed at any other time in a business lifetime.

**Page 2 – new page to replace ‘about’.**

**Who are we?**

We are a team of experienced entrepreneurs, private equity investors, and senior lenders. We’ve bought, sold, founded, and funded many businesses over the last 40 years.

We have developed the tools to identify the right structure for your deal, and the contacts to help you get it funded and completed.

**What we offer**

Unusually, we offer our clients all of the knowledge, skills, deal back-up, and funding they will need to find, evaluate, negotiate, and fund the deal they want.

Our service can be split in to two parts

Skills Training & Assistance Deal Funding

Phot box with link to Phot box with link to

New page New page

‘Skills Training and Assistance’ ‘Deal Funding’

Page 3

Skills Training & Assistance

We have seen many deals fail because one of the parties did not have the specialist knowledge of experience to complete the deal. We will provide you with all the skill you will need and through our support group ‘Chairman’s Club’ with continuing support throughout your deal.

Photo box 1

Text

Our associate business Deal School offers our clients access to some of the leading experts in the field who will provide you with the skills you will need.

Link to Deal School site

Dealschool.uk

Photo box 2

Text

Chairman’s Club is a real club. It offers its members continuing support and a peer-to-peer network of other entrepreneurs. You can be sure of help when you need it.

Link to Chairman’s Club page on Deal School site.

**Page 4**

Funding

We have relationships with many of the most experienced lenders and investors.

We use the tools that we have developed to calculate the best mix of debt, equity, and deferred consideration in any deal. We then find a lender and negotiate the deal on your behalf. Unlike many finance brokers we have contacts with the specialist mergers and acquisitions teams in many of the lenders.

Photo Box 1

Link to Working Capital pages

Photo box 2

Link to Asset Finance Pages

Photo box 3

Link to Property finance pages