

Go EO

Cautionary Tales

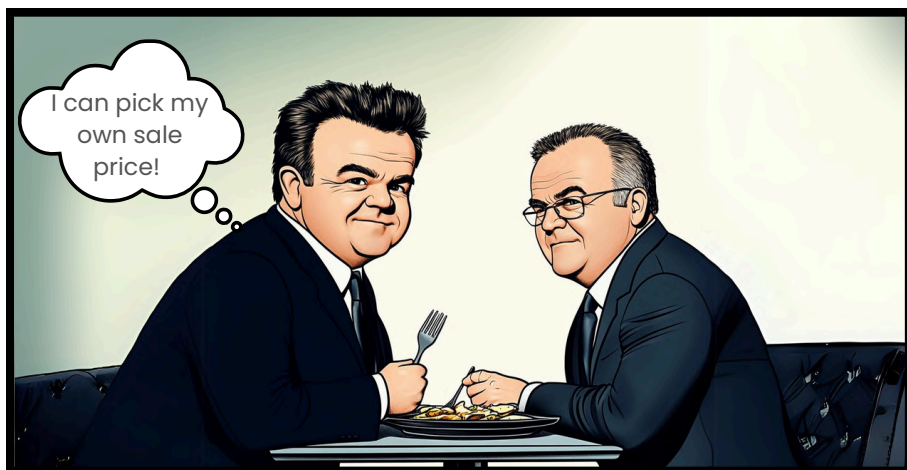
Greedy Greg



Greg had a reputation for cutting a great deal. But will his focus on personal financial gain lead to his downfall?



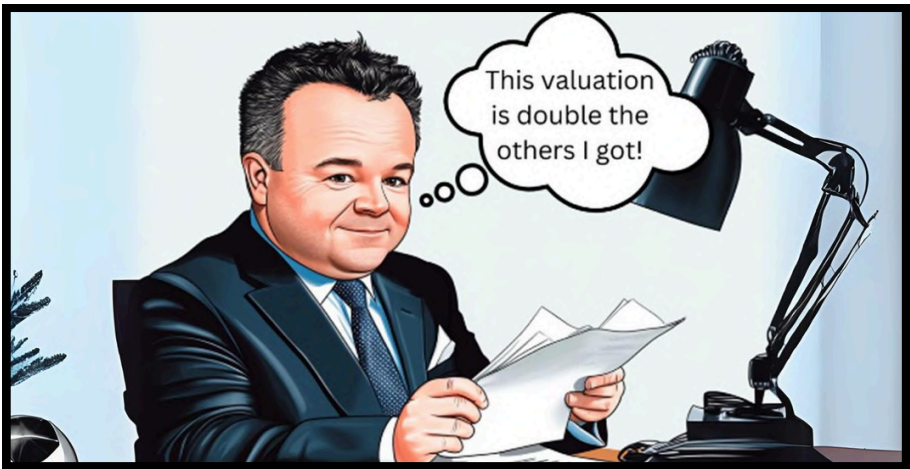
Greg was a very successful business owner, but a recent health scare made him seriously think about the future.



A friend told him about EOT sales and how he could sign off as both the vendor **and** the buyer.



There was one problem... the sale price couldn't exceed independent valuation.



Bright spark Greg got lots of valuations. Most were £800k-1.2m, but one was happy to sign off at £2m.



Greg told his most senior employee, Emma, how great the EOT would be. She saw the appeal but was suspicious.



Greg had arranged to be paid 90% of the (very optimistic) forecast profits for the next 10 years.



While Greg chilled out, he was paid £'000s tax free, from the business profits.



Meanwhile, Emma ran the business. She was flat out. All his responsibilities and stress were now hers.



Things got worse. Even with 12-hour days, the business struggled to meet Greg's payments... with a decade to go.



Greg's business collapsed and with it his dreams of a comfortable retirement. He barely got £100k of the expected £2m.

Moral of the tale



Try to get too much, and you risk getting very little. The deal needs to work for all key parties, or it won't work for any of them.

What would be different if Greg accepted £1m instead of £2m?



Spare cashflow to recruit **extra help**.



Profit share payments for the team to compensate for the extra stress.



The team would see a **viable long-term** financial future.

Go E.O.

Employee Ownership **made easy**



EOT sales from
£6,990+VAT



Complete sale
in 2 months



Our Founder made
this journey

Write your own EO tale



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