



Agency exit programme

A comprehensive guide to exiting
your agency



Selling your agency is a major life event. Partnering with a trusted adviser with deep sector knowledge is vital for a successful exit. This ensures you can maximise your valuation and achieve the results you deserve. Implementing performance-driving improvements well in advance of your exit is crucial, as it allows sufficient time for them to have the maximum impact.

If you are considering selling your agency in the next 18-24 months, you need specialist advisers with deep media and marketing services sector knowledge. Moore Kingston Smith is recognised as the leading media advisory firm, acting for over 500 media and marketing services clients.

Moore Kingston Smith agency exit advisers:



Over 100 media specialists in dedicated West End office.



57 media and marketing services deals completed since 2020, £726 million total value.



Over 30 years of proprietary data developed from the industry-renowned Moore Kingston Smith Annual Survey.



Integrated expertise in M&A , tax, accounting and HR.

This concise overview outlines the agency exit process in eight key components, designed to help maximise your agency's valuation and saleability.



Aspiration review

Ensuring your goals align with those of your fellow shareholders regarding your agency's future. Flushing out any divergence in aspirations now can prevent unwanted distractions closer to the time of exit.



Management information assessment

Making sure your management information delivers useful, timely and accurate data to drive performance. Ensuring your business is prepared for the scrutiny of due diligence.



Key value drivers review

By analysing the key drivers of value in your agency we can identify where improvements need to be made to maximise your valuation and saleability. A prioritised approach ensures you focus on the changes that will have the greatest impact.



Exit routes

Analysing and presenting your exit options (trade sale, PE, MBO, EOT) based on real market examples so that you can understand the routes available to you in the current market and the pros and cons of each.



Incentivisation review

Having an engaged and goal aligned senior leadership team as you approach an exit, as well as through an earn-out, is crucial. We understand buyers' expectations around how equity participation helps create this and we can implement the solutions for you.



Benchmarking your performance

Measuring your agency's underlying financial performance against your competitors using our proprietary data to identify areas to improve EBITDA and increase valuation.



Valuation

Assessing the real value of your agency from an acquirer's perspective considering your financial performance and value drivers, as well as likely deal structures and timings of consideration.



Tax planning review

Carrying out tax planning and tax risk mitigation strategies well in advance of your exit process to minimise your potential tax exposure and ensure a smooth and efficient exit process.

Moore Kingston Smith agency exit advisers

Moore Kingston Smith is the leading adviser to media and marketing services agencies. We provide a unique full-service advisory programme to owners aspiring to sell their agency. From preparing for exit, advising on a sale, and supporting through an earn-out, we are by your side at every stage.

Some of our recent deals



TotalMedia
The Behavioural Planning Agency

23red



Synergy.

“The team from Moore Kingston Smith led us through the sale process, which involved many moving parts. Their calm and expert advice and support from start to finish helped us achieve a great result.”

“I can’t praise the Moore Kingston Smith team highly enough. From providing clear, strategic advice on areas of focus for our business, to the comprehensive process which resulted in our new partnership, they have been the perfect advisory partner.”

“Moore Kingston Smith are the definitive sector experts and working with them was the obvious choice.”

Contact us

Contact one of our agency exit advisers to discuss how we can help you achieve a successful exit.

Esther Carder
Partner
ecarder@mks.co.uk

Paul Winterflood
Corporate Finance
Partner
pwinterflood@mks.co.uk

Callum Gritt
Director
cgritt@mks.co.uk

Francesca Robe
Partner
frobe@mks.co.uk

Mel Reed
Tax Partner
mreed@mks.co.uk

Dan Leaman
Corporate Finance
Partner
dleaman@mks.co.uk