



ABERCORN BUSINESS SALES
SUCCESSFULLY SELLING YOUR BUSINESS



London Design and Build Company -Specialists in Premium Loft conversions.

Southwest London

Asking Price: £250,000

Reference: CG03-ABS | Confidential Memorandum

Asking Price: Offers in excess of £250,000

Sales Pipeline: Confirmed project pipeline: £1,400,000

Executive Summary:

Specialisation: Premium Loft Conversions and House Extensions

This Design and Build Company is a market-leading loft conversion specialist, integrating architectural design with high-quality construction services. The company operates through its in-house architectural practice, a RIBA and ARB registered entity, ensuring that each project is designed and executed to the highest professional standards.

Business Model & Unique Value Proposition

The Business operates on a two-phase project model, separating the architectural and construction processes to provide homeowners with maximum flexibility and control.

Phase A: Architectural Design & Planning

- A pre-architectural site survey is conducted at no cost to the client, followed by a comprehensive 7-page design report detailing:
 1. Accurate cost estimates for the project.
 2. Planning approval guidance and strategies to avoid potential pitfalls.
 3. A clear roadmap for project initiation with minimal cost and effort.
- A fully detailed and approved set of plans is created, ensuring a smooth transition to the build phase

Phase B: Construction & Project Management

Once architectural plans are approved, clients have three options:

1. Continue with the full build execution.
2. Engage their own contractor for construction.
3. Hire the project manager for the build, ensuring alignment with architectural plans.

Competitive Advantage

- **Award-Winning Expertise:** Recognised by the Federation of Master Builders (FMB) as Britain's Best Service Provider.
- **End-to-End Control:** The in-house architectural team ensures that designs are functional, structurally sound, and fully compliant with planning regulations.
- **Flexibility & Transparency:** Unlike traditional design-build firms, the company separates the architectural and construction phases, empowering clients to make informed choices and preventing costly mistakes.
- **Trusted by Industry Professionals:** The architectural services are used by other builders due to their precise, site-ready drawings that eliminate errors and inefficiencies.

Market Position & Growth Potential

The Company has solidified its reputation as a trusted loft conversion specialist in the Southeast, participating in major industry exhibitions such as the Ideal Home Show and Grand Designs Live. The company's expertise in resolving common construction challenges positions it as a go-to solution for both homeowners and contractors.

Investment & Acquisition Opportunity

This is a unique opportunity to acquire a highly reputable and profitable business with a scalable business model and a strong industry reputation. The Company's structured approach to loft conversions, its award-winning service, and its commitment to high-quality architectural design provide a competitive edge in a growing market.

Key Strengths:

- **Integrated Service Offering:** The company's strength lies in its seamless integration of architectural design and construction capabilities, allowing full control over the project lifecycle and ensuring high-quality outcomes.
- **Rigorous Project Management:** A structured approach to project management minimises risks and guarantees adherence to the highest standards, from design through to build.
- **Customer-Centric Approach:** The company's "family first" ethos ensures a personalised, respectful client experience, leading to strong relationships, high referral rates, and repeat business.

Business Overview:

This Architectural Design and Build Company is a premier provider of top-tier loft conversions and house extensions in London and the Home Counties.

The company has carved a niche in the market, offering a comprehensive suite of services that cater to the high-end residential sector. With a proven track record, strong brand recognition, and huge growth potential, this business presents a unique acquisition opportunity.

Core Services:

1. **Architecture Only:** Bespoke design services delivered through an in-house RIBA-accredited planning and design.
2. **Build Only:** Precision construction services for clients with pre-existing architectural plans.
3. **Design and Build:** A turnkey solution that manages the entire project from concept to completion.

Marketing and Brand Position:

- **Digital Presence:** The company's website ranks prominently on Google page 1, consistently driving high-quality leads. This strong online presence is amplified through active social media engagement on platforms like YouTube, Instagram, Facebook, and Twitter.
- **High Street Visibility:** Operating from a prime High Street location, the company attracts significant local business, further bolstered by its active participation in major trade shows such as the Ideal Home Show and Grand Designs Live, as well as other highly effective lead-generating marketing assets.
- **Industry Thought Leadership:** The company has established itself as a thought leader in the

architectural and construction industries, enhancing its brand prestige and market influence.

Financial Performance:

- **Resilience Through Adversity:** Despite challenging market conditions, including Brexit, Covid, and the cost-of-living crisis, the company has maintained a strong project pipeline and continued profitability.
- **Revenue Overview:**
 - 2020/21: Revenue £1,465,146
 - 2021/22: Revenue £622,911 Covid
 - 2022/23: Revenue £791,353.
 - 2024/25 Booked and contracts £1,400,000.
- **Growth Opportunities:** The company's current market position leaves significant room for expansion, particularly through scaling up existing proven marketing efforts, service diversification, and geographic expansion.

Competitive Advantage:

- **Uncompromised Quality:** The company is renowned for its craftsmanship and ethical business practices, avoiding hidden fees and ensuring top-notch quality in every project.
- **In-House Expertise:** The company's in-house teams handle all aspects of the building, providing clients with confidence that their project is managed by skilled professionals with a vested interest in the outcome.
- **Established Reputation:** With over 300 completed projects and numerous industry awards, the company has built a strong reputation for quality and reliability.

Market Position and Client Base:

- **High Demand:** The company's services are in constant demand, with project bookings extending into April 2025 of £1,400,000.
- **Target Market:** The primary clientele consists of residential clients seeking high-quality home extensions and loft conversions.

Property.

- The business is ideally located, in an attractive upmarket, high-street location, a short walk to the train station, the Directors own the Freehold Property which is available to the successful purchaser of the company, to rent, to lease or to buy the freehold.

Growth Potential:

- **Geographical Expansion:** Extending operations beyond the current one-hour radius from headquarters could unlock new markets, particularly in areas like Surrey, Bucks, Essex, East and Central London.
- **Service Diversification:** Expanding into larger renovation projects and offering additional services like bathroom fit outs and refurbishment upgrades could further enhance revenue.
- **Scalable Marketing:** The company's effective marketing strategy can be easily scaled to drive more leads and projects, particularly in underserved areas.

Reason for Sale:

The current owners have successfully built the business into a recognised and established leader in its field. Having achieved financial stability, they are now focusing on their personal property development

portfolio. This creates an opportunity for a new owner to take over a well-established, profitable business and drive it to new heights.

Post-Sale Support:

The owners are committed to providing transitional support to ensure a smooth handover, with the specifics to be discussed with interested buyers.

Conclusion:

This Design and Build Company represents a rare acquisition opportunity in a highly sought-after sector. With its robust project pipeline, strong brand presence, and significant growth potential, it is ideally positioned for a new owner to capitalise on the increasing demand for premium residential extensions and loft conversions in London and beyond. The company's established reputation, combined with its operational excellence, makes it a valuable investment for a buyer looking to expand in the architectural and construction markets.

Confidentiality Agreement:

Prospective buyers will be required to sign a confidentiality agreement before receiving further details about the business.

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Next Steps & Contact

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