



REAL BUSINESS

**GROWTH
PARTNERS**





BUILDING OPPORTUNITIES.

Building value. Building confidence.

At a certain stage of growth, many business owners find themselves caught in a classic bind between managing everyday operations and securing long-term, profitable growth. When you're struggling through a sea of daily firefighting tasks, it's easy to forget one uncomfortable truth: unless you have a business that can work without you, it's essentially worthless.

"Baby boomers may be expecting to fund their retirement by selling their businesses. Yet market forces and a lack of planning could severely impact their selling price."

– Chris Burt, Partner,
PricewaterhouseCoopers.

At Real Business Group, we have an outstanding track record of helping business owners avoid this trap and secure a path to sustainable long-term growth and ongoing profitability. We do this by acquiring and investing in existing businesses with strong growth potential, and using our extensive expertise to take them to the next level in record time.

Our recipe for long-term success is simple. We drive rapid iterative improvement across every operational aspect of the businesses we work with, boosting customer loyalty and radically improving service and product quality along the way. All potential investment targets are thoroughly vetted and only the most promising make the cut.

Targeting GROWTH SECTORS

At Real Business Group, our core focus is on unique opportunities in strong growth sectors where we can identify well-managed, profitable businesses with strong order books and potentially advantageous valuations to work with.

Among the large pool of opportunities we've already uncovered, we've successfully helped businesses and investors unlock targeted growth via a mixture of mergers, acquisitions and partnership arrangements. We're also continually in the market for new opportunities.

OUR FOCUS

Our focus is on businesses who are either:

- Motivated start-ups or at seed stage of growth
- Business owners who know their business has the capacity to really scale and they lack the skills and tools to allow them to achieve outstanding success on their own
- Business owners looking to retire
- Business owners looking to sell their business





Our Overall STRATEGY

Our strategy relies on strong planning and deal execution in the initial stages, followed by a rock-solid integration and growth plan over the longer term. Our ideal business is exceptional in its niche, rather than thinly spread across disparate areas – we look for depth rather than breadth.

Time and again, we've proven that we can quickly and dramatically increase the profitability of any business we work with by marrying the knowledge and expertise of a dynamic business owner with the skills of our highly qualified consultants.

We focus on the following key strategic areas:

- Restructuring the business to better support current and future needs.
- Boosting customer loyalty by doubling down on improved quality of products and services.
- Developing a wider product/service mix for each business capable of driving increased market penetration.

The difference we make is soon felt across the board with improvements in structure, governance, product and service range, branding, and the overall reach and performance of the business.

To put it simply, things get better fast once we're involved.

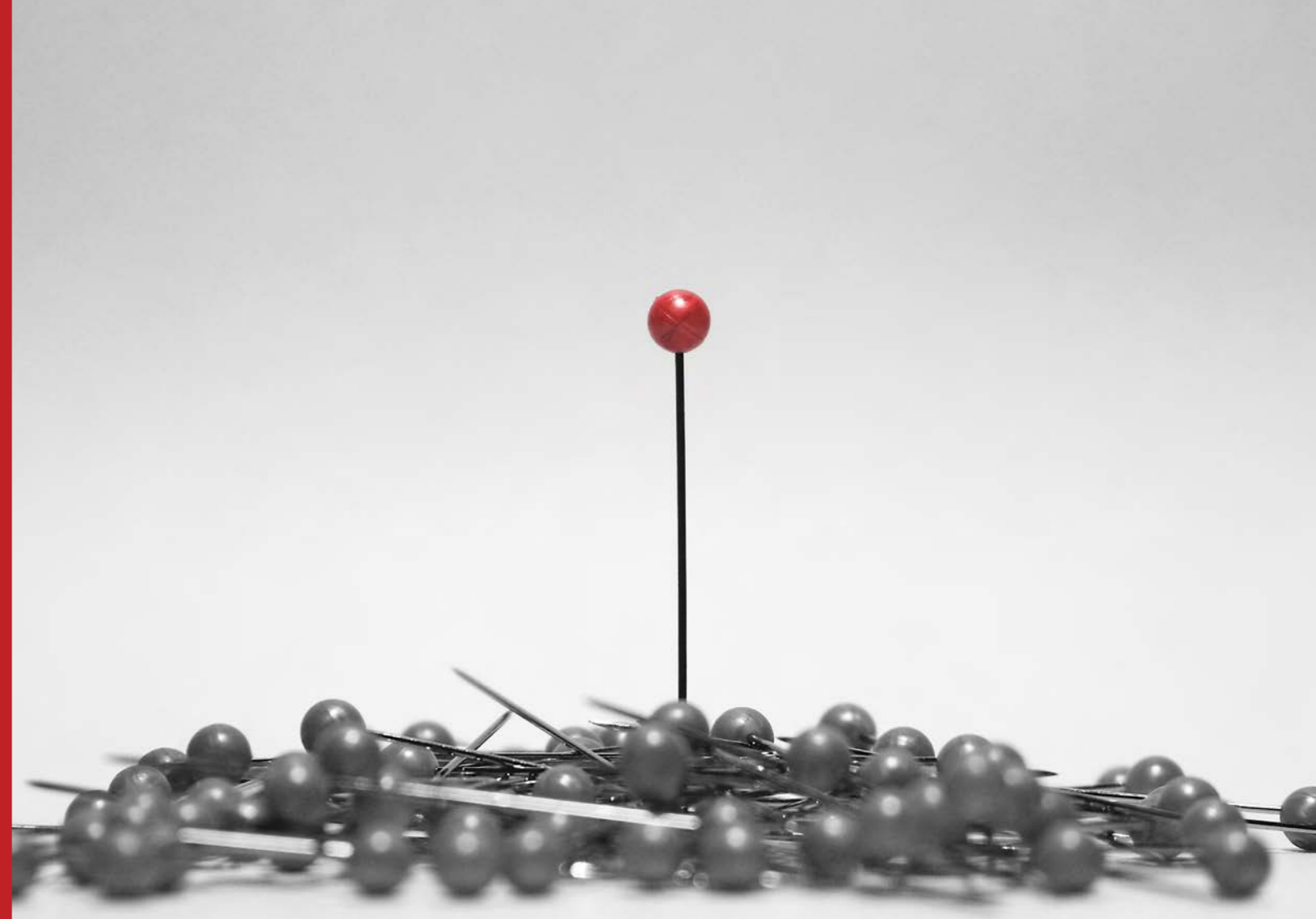
Specific TACTICS FOR GROWTH

We seek out acquisition targets and growth partners with strong value propositions, clearly defined target customers, and a sustainable business model that is capable of serious growth on a national scale.

We're fully aware that growth management is critical to the ongoing success of a business, and deeply committed to the level of understanding in terms of people, processes, structure, and priorities that it requires.

With that in mind, we put an immediate focus on the following areas in every business we work with:

- Quickly developing practical business plans which are easy to implement and enjoy full buy-in from all levels of the organisation.
- Putting defined leadership structures in place to remove over-reliance on original founders and provide structured continuity.
- Understanding and managing the key core growth issues specific to each business.
- Performing a root and branch review of the underlying business structures to avoid stagnation and identify hidden growth opportunities.
- Delivering scalable revenue growth to drive ongoing profitability and asset value enhancement.





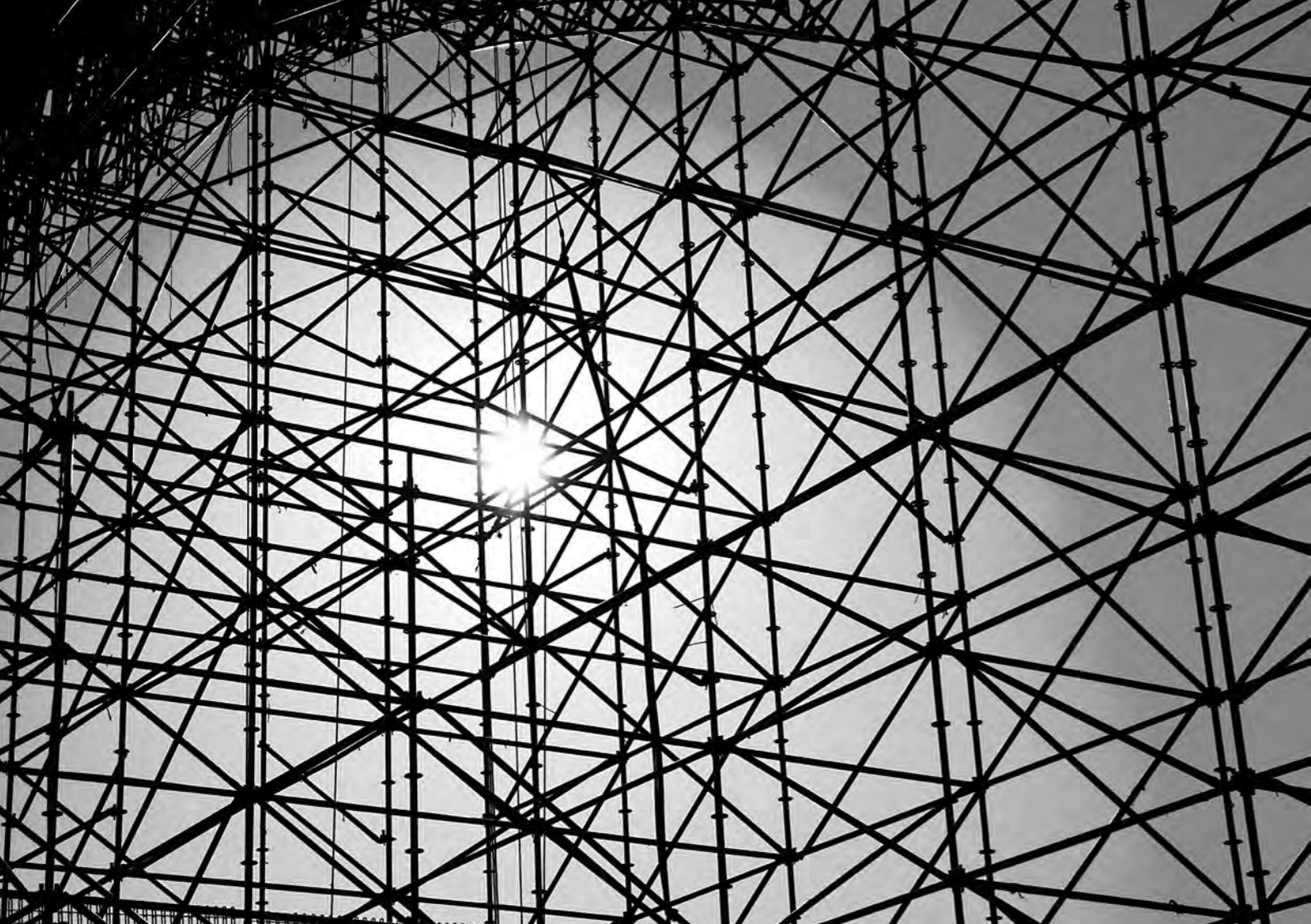
IMPROVING PROFITS

At Real Business, we take a multi-dimensional approach to boosting profits, with a strong emphasis on the essentials of optimising gross revenue, margin, and costs. Experience has taught us there is considerable untapped profit potential in every business that can be realised by improving focus and execution across the board.

We boost the bottom line quickly by honing in on the following areas:

- Conducting a full analysis of existing costs, revenue and margins to provide concrete context for future decisions.
- Identifying key areas where small, incremental improvements can considerably boost overall profitability.
- Boosting customer acquisition, retention, and lifetime value by providing outstanding customer service.
- Minimising the gap between revenue growth and profit growth.
- Mapping out a strategy for matching asset value to short, medium and long-term profit performance.

The last two points are particularly critical. Our emphasis is on sustainable growth leading to healthy predictable profits and increased asset value over the long haul. We deliver results quickly, but our overall focus is always on the long term.



Implementing **STRONG GOVERNANCE**

Effective governance is essential for sustaining long-term growth, and we work closely with all partner businesses to ensure that management teams hold themselves to the highest standards of corporate governance at all times. Our experienced advisors are equally happy helping businesses fine-tune existing approaches, or digging much deeper where it's required.

It's an approach that filters through to every level of the organisations we work with. We actively encourage open cultures which build competencies, skill sets, strong and effective communication, and a constant customer-facing focus.

A cluster of balloons in red, black, and white against a cloudy sky. The balloons are of various sizes and are tied together with white strings. The background is a bright, overcast sky with soft, white clouds.

SALES & MARKETING

The twin disciplines of sales and marketing are surprisingly common weak points for many otherwise highly successful businesses. We take a highly customer-led approach to both and hone in on the long-term value of documentation and systemisation of approaches.

The businesses we work with soon see transformative results as their client and customer acquisition processes move from being hit-and-hope affairs to a smoothly running machine that significantly boosts both lifetime customer value and overall profits.



OPERATIONS & TRAINING

Operational improvement and staff training are given little more than lip service by far too many businesses. Our experience in transforming hundreds of businesses has truly brought home the importance of putting both at the heart of any ongoing concern.

We bring a carefully considered set of generally applicable operational best practices to every business we work with, and back those up with specific suggestions tailored to individual businesses. We also make ongoing training and staff development a priority across all levels of each business.

Our goal is full commitment from staff rather than grudging participation. We go above and beyond to inculcate practices and procedures that enable staff to continually grow and truly realise their potential.



BECOME

PART OF AUSTRALIA'S REAL BUSINESS REVOLUTION TODAY!

By partnering with Real Business, you open the door to sustainable long-term growth for your business, backed by hard numbers, concrete roadmaps, and a top-notch team who are used to delivering results. To put it simply, we make successful businesses unstoppable.

Our team of experts are waiting to help your business grow. Contact us today to discuss options for taking your small to medium-sized business to the next level!



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