

Press Release

SO WHO SAID IT'S IMPOSSIBLE TO RAISE FINANCE TODAY?

Absolute Home Services Ltd raises equity finance of £200,000

Absolute Home Services Ltd, www.absolutehomeservices.co.uk which was founded in Peterborough in 2007 to provide absolutely any maintenance or refurbishment services for any type of property, has shown stellar growth. The start-up year yielded revenues of £250,000 and the next year these exceeded £1,250,000 and this is expected to exceed £2 million in this, its third year.



Peter Kroeger

Billy Reid, Managing Director, founder and major shareholder of AHS said “The business was being constrained in its growth by a severe shortage of cash. I had very little capital when I started the company and used it all in the first year. We have made good profits this second year but not enough to fund the growth and I have been turning work away just for the lack of capital.”

“I retained the services of **Kroeger & Company**, a specialist corporate finance boutique and business advisor, to help solve the cash problem,” said Billy. “**Peter Kroeger** provided an excellent service, taking the immediate pressure off by negotiating extended payment terms with a major creditor. He then encapsulated my strategy and my aims and objectives into a Business Plan and financial forecasts which would also make sense to an external investor.”

Peter Kroeger, an Executive Associate with the IIB then approached **Jon Radford**, another IIBer who is also an associate with **Beer & Young**, the specialists who facilitate **urgent** company finance from Business Angels.

The need was urgent, and the response was rapid from Jon Radford. “Jon understood our business dynamics very quickly, wrote a superb summary that really raised interest from the Beer & Young network and followed through by delivering 3 excellent potential investors very quickly” said Billy. “From a first discussion with Jon on 12th February to receipt of investment on 31st March, less than 7 weeks, the perfect result was found.”

“Having met with all 3 keen prospective investors introduced by Jon Radford, I selected a Business Angel who really understands the business that AHS is in, who has invested the funds needed now and who has available the resources to provide further investment if the growth in AHS exceeds expectations, as well as the availability of mentoring and business advice,” said Billy.

“Peter assisted me in all meetings with potential investors, helped with the due diligence response and advised me throughout the process. In addition, during the finance raising process, Peter negotiated excellent terms for a lease for AHS’ new premises in Peterborough, so I really do recommend Peter Kroeger and as a no nonsense advisor who really gets things done.”

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See also www.iib.org.ws

<http://www.helpingbusiness.co.uk/advisers/kroeger-peter.htm>

http://www.mccrassociates.biz/Peter_Kroeger.htm

<http://www.businessadviser.com/kroeger.htm>

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