DEVELOPED BUSINESSES FOR ACQUISITION

LegalFlow



Own the audience behind your next instruction.

A client-acquisition company for a solicitors' firm, starting with conveyancing and wills. Combine expert guides, focused campaigns and organised enquiry handling, with a later partner-firm introduction channel.

Proposed buyer: Solicitors' firms

Initial audience: Conveyancing and wills clients

Proposed ownership: 100% of a dedicated company, subject to formation, diligence and agreed completion terms.

£47,500 asking price. Included build, milestones, legal structure and VAT treatment are confirmed in a written company-specific offer. No online payment or reservation.

CURRENT BUILD STATUS

Development-stage opportunity. The acquisition materials and financial scenario tools are prepared. The operating company, production technology, CRM connections, complete expert books and live campaigns are not yet built or validated. No live leads, paying clients, trading history or verified earnings are represented.

This pack describes an acquisition programme and remaining delivery. No consumer-facing mortgage, legal or insolvency service is being offered by AiGM through this document.

Nine assets, with delivery defined.

Asset	Proposed scope
Company and banking	Dedicated company structure, ownership schedule and bank-application support; incorporation and banking remain to be completed.
Website	Sector brand, consumer pages and topic-specific enquiry journeys; production implementation follows the agreed build specification.
Portal	Owner dashboard and partner allocation workflows; the live CRM, integrations and partner onboarding remain to be built.
App	Responsive mobile experience specification; native app-store releases require an expressly agreed scope.
AI Venture Blueprint	Commercial model, customer journey, development specification, milestones, assumptions and validation plan.
Marketing strategy	Search, professional partnerships, publishing and permitted social acquisition; campaign budgets are additional.
Business development strategy	Practice-owner sales proposition, partner onboarding and enquiry-quality criteria.
Funding strategy	Build and working-capital requirements, funding options and a use-of-funds plan; no funding commitment.
Exit strategy	Ownership and transfer schedule, recurring-cost disclosure and potential future sale preparation.

The written specification governs the final scope. Advertising spend, ongoing subscriptions, professional review and legal completion costs need an explicit budget. Native mobile releases and unrestricted resale rights are not assumed.

Turn specialist knowledge into relevant enquiries.

Channel 1: Search-led conveyancing and wills landing pages

Channel 2: Estate-agent, accountant and professional referral relationships

Channel 3: Solicitor-approved educational articles and local events

Channel 4: Free guides, requested callbacks and permission-based follow-up

PROPOSED BOOK SERIES

1. Buying a Home: The Legal Process Explained

2. Selling Your Home: A Practical Legal Guide

3. Making Your First Will

4. Planning a Lasting Power of Attorney

Book production: professional interview, fact-checked manuscript, client-approved examples, compliance review, cover and typesetting, PDF edition, landing page and requested follow-up. Working titles only; complete manuscripts and a named author are not yet supplied.

Customer journey: useful content or guide request > separately expressed interest in professional contact > CRM and permission record > administrative review > practice conversation > appropriate partner introduction where permitted.

Initial intake: Service requested and jurisdiction; Property / matter stage and timeframe; Location and preferred contact method; Receiving firm and sharing permissions.

Test the assumptions before accepting the price.

Synthetic monthly steady-state scenarios. These are not market benchmarks, validated forecasts or actual trading results. Amounts are before tax, acquisition consideration and finance costs.

Monthly measure	Downside	Base illustration	Upside
Enquiries	60	100	160
Own-practice capacity	30	40	60
Conversion to paid client	12%	20%	25%
Contribution / client	£400	£500	£600
External acceptance	45%	65%	80%
Fee / accepted external enquiry	£40	£55	£70
External introduction revenue	£540	£2,145	£5,600
Acquisition / operating costs	£4,700	£4,700	£6,600
Enquiry-company contribution	-£4,160	-£2,555	-£1,000
Own-practice contribution	£1,440	£4,000	£9,000
Combined contribution	-£2,720	£1,445	£8,000

Own-practice contribution = retained enquiries × conversion × contribution per completed client. External revenue = remaining enquiries × acceptance × agreed price. Combined contribution = own-practice contribution + external revenue - acquisition and operating costs.

Client contribution must already deduct professional delivery costs. Internal group charges create no extra combined profit. ResolveFlow assumes no external referral receipts pending an approved commercial and ethical structure.

The accompanying workbook includes monthly ramp-up, collection lag and acquisition-price cash outflow. It is a planning model, not a statutory three-statement forecast. Valuation using 3-5 times synthetic profit does not establish the current value of this company.

Agree the business you will own.

Stage	Required output
Define	Buyer identity, professional permissions, target services, budget, naming checks and signed scope.
Build	Company formation, IP assignments, website, mobile experience, CRM, portal, first book and campaign assets.
Approve	Professional review of content, promotions, data handling, referral arrangements and AI boundaries.
Validate	Controlled campaign test; verify enquiry cost, acceptance, bookings, conversion and client contribution.
Complete / hand over	Agreed share or asset documents, disclosures, ownership schedule, account transfers, acceptance evidence and defined transition support.

Start with conveyancing and wills. Exclude personal-injury, criminal and claims-management lead sales from the initial scope. The solicitor approves marketing and referral arrangements; no unsolicited targeted approaches to members of the public. Confidentiality, conflicts, client choice and referral disclosures remain with the firm.

Key risks: acquisition costs may exceed the illustration; conversion and collection may be lower or slower; professional capacity may constrain delivery; partner demand may not materialise; platform accounts and licences may need replacement or consent on transfer.

Before commitment: inspect current materials and remaining work, obtain an itemised offer, agree milestone acceptance and payment, check title and liabilities, and review the appropriate transaction documents. No incorporation, authorisation, domain, bank account or customer base is represented as already secured.

NEXT STEP

Discuss your practice, customer economics and preferred scope with Paul Johnson: aigm@mail.com | www.aigm.co.uk/#strategy

Professional reference: https://www.sra.org.uk/solicitors/standards-regulations/code-conduct-solicitors/