



# PP FINANCIAL SOLUTIONS LIMITED

## **KWS are delighted to announce the completion of the sale of PP Financial Solutions of Eastbourne to Hunter Hammond Daniel Associates (HHDA) of Hove, East Sussex.**

Like many accountancy firms , Plummer Parsons—a very long established firm with offices in Eastbourne, Brighton and Hailsham had an attached successful Independent Financial Advisory practice. After a period of strategic review, the partners took the decision to appoint KWS to act on their behalf in the sale of the business in order to protect its on going position.

After a competitive marketing process, which saw the partners receive a total of 7 close offers for the business, HHDA were selected due to the confidence the partners had in their ability to manage and also grow the business going forward.

Additionally but crucially, the partners wanted a firm they were comfortable continuing to refer their valued clients to.

It was felt that HHDA were the most suitable party and in October 2007 the sale was successfully completed.

Commenting on the sale, Paul Briant of Plummer Parsons said:

“KWS had given us choices of potential purchasers and with their help the list of potentials was whittled down to three. With their assistance we identified the best prospective purchaser, who would in our opinion continue our business with the same philosophies and ethics that we thought important to the welfare of both our staff members and our clients. The successful sale has now been completed and our choices helped by KWS are proving to be the right ones.”

