

# The Majority Sale

Case Study: Fenton Insurance Solutions



**CCV has made a number of investments where we purchase a majority stake in a business but allow the management team to take a stake alongside CCV.**

Ian Gutteridge – Managing Director  
Fenton Insurance Solutions

*“The management team at Fenton had built up an excellent reputation for good service and local knowledge over many years. When the time came for our majority shareholder to retire we took the opportunity of considering all of the options available to us. We thought about doing a management buy out but felt that a majority sale to CCV that left the directors with a continuing interest in the business offered the best result.*

*CCV agreed with the us that the existing directors would retain a stake in the company alongside CCV's investment. This gives us a real share in the growth of the value of the business and a real incentive to push on.*

*In CCV we found a business partner who was keen to keep our local identity and brand values, whilst giving us the benefit of large company support such as compliance, HR and IT along with a much louder voice with insurers. This is not just valuable in securing the best commission deals and premiums for customers, but also for after sales service in the claims area. By covering off some of these distractions, and involving our account executives in the sales training programmes CCV has assisted us in delivering real organic growth.*

*We were also keen to grow by acquisition but finding the funds and the time to do deals was a challenge. We identified a local competitor we would like to acquire and CCV carried out the due diligence and legal work, and even funded the deal in full.*

*More recently CCV have supported us in finding Account Executives who want to join an expanding business, which has given us a further boost.*

*With CCV as an investor we have been able to evolve into a much larger and profitable business in our area, something we might have struggled to do without them”.*



Ian Gutteridge | Managing Director  
Fenton Insurance Solutions