

REEMPRESA'S ONE-STOP-SHOP SYSTEM FOR BUSINESS TRANSFER

Objective of Good Practice:

Reempresa's goal is to connect business owners without successors with potential buyers who want to be entrepreneurs, but don't want to start from scratch. Reempresa works as a One-Stop-Shop system where expert advisors provide support along the business transfer process.

Year of Inception of Good Practice:

2011

Keywords:

Business Transfer, Entrepreneurship Through Acquisition, Growth

Overview of Good Practice

Reempresa's goal is to establish a general system in Catalonia by which a potential buyer or a business owner who wants to transfer his business will have access to a unique Marketplace, a One-Stop-Shop system with expert advice and specialised training, and where they will find the support of public administration and economic operators.

Reempresa works as a public-private partnership with more than 100 local business agencies, city councils, business organisations and financial institutions. The benefits of implementing it are:

- To offer a structured response to all small business owners who want to sell their companies, mainly due to retirement;
- To offer a solution for those entrepreneurs who don't want to start from scratch and who want to take over an existing business, which is less risky and easier to manage;
- To offer a solution to hundreds of unemployed people who have difficulties to get a new job and who can be self-employed through Reempresa's system;
- To avoid the destruction of traditional businesses and avoid being replaced by franchises and big firms' subsidiaries;
- To help small and medium enterprises grow through acquisition of other SMEs.

Innovativeness

Reempresa supports family businesses and small and medium enterprises. Traditionally, the dominant advisory model has been the one-on-one relationship between the advisor and the entrepreneur/business owner, which explains the costly nature of advice, and why many businesses and entrepreneurs cannot afford these services, increasing business transfers failures. Thanks to the support of Autoocupació, Cecot and local partners, Reempresa can offer affordable services for SMEs.

Outcomes

Since 2011, Reempresa has transferred more than 2.100 businesses, saving more than 6.300 direct jobs. The initiative has generated more than 96.000.000 € on investments and registered more than 5.000 businesses for sale. The average selling price was about 50.000 €. 40% of buyers were unemployed when they took over the business.

Efficiency and Sustainability

Reempresa works to prevent the loss of jobs and firms in Catalonia. It has been signing agreements with local, regional and national public authorities and business organisations to set up a network of collaborators to assure market access, but also to raise awareness among potential buyers and sellers, and among key partners such as policy makers, business organisations, and financial institutions. All these institutions contribute to the sustainability of Reempresa and provide their own services and current structures to be more efficient in the local implementation.

Institutional profile

Reempresa is the business transfer Marketplace for SMEs in Catalonia. Launched in 2011, it is supported by the Catalan Employers Association [Cecot](#) and the Private Foundation promoting self-employment in Catalonia [Autoocupació](#). Since 2011, it has intermediated more than 2.100 transfers, which has generated more than 96 million € on investment and saved more than 7.000 direct jobs. The initiative works as a non-profit Public Private Partnership. Reempresa won the European Enterprise Promotion Award in 2017.

Type of Organisation

NGO

Country

Spain

Products & Services provided

- **Financial:** Business transfer mechanisms.
- **Non-financial:** Entrepreneurship training, Advisory services.

Target Audience

Rural population, Urban population, Unemployed people or people on welfare, Women, Ethnic minorities and/or immigrants.

Organisation Website

www.reempresa.org

Lessons Learned

One of the key success factors of Reempresa has been the development of a unique methodology to assist business transfers. The standardisation of the transfer procedure and all related documents has allowed Reempresa to assist thousands of sellers and buyers and to expand the model around its territory. Reempresa's methodology is easy to replicate. It is a mechanism that can be implemented in many European regions. Another key success factor of the initiative is the promotion through social networks such as Twitter, Facebook, Youtube and LinkedIn. Thanks to that, Reempresa can expand its reach and its activities can be promoted also by interested parties and collaborators.

Successful Business transfers by sectors

35 %
Commerce 

31 %
Hotel Industry 

27,5 %
Services 

5,2 %
Industry 

1,1 %
Construction 

0,10 %
Agricultural 

0,10 %
other 

>95 M
of investment

Per sectors:

27 % 
Commerce

23 % 
Hotel Industry

27,5 % 
Services

19 % 
Industry

3 % 
Construction

0,49 % 
Agricultural

0,01 % 
other

Average price by sector

37.066 € 
Commerce

36.261 € 
Hotel Industry

49.178 € 
Services

180.923 € 
Industry

151.010 € 
Construction

189.586 € 
Agricultural

9.000 € 
other



>6.000
jobs saved



40%
of the buyers were unemployed



>1.100
companies on sale

In Practice: Success Stories



"Now I get up in the morning and I have a place to go to work and I know I will have an income at the end of the month. Thanks to this program, I have known an alternative to startups and that gave me the opportunity to succeed."

Daniela Sosa, Buyer - Terrassa

"I had to retire, but I didn't want to abandon my customers, so I went to Reempresa to find a successor. I found 5 potential buyers interested. At the end, I decided to sell my business to Mr. Cadenas, and now I advise him on sales and technical issues."

Josep Petit, Seller - Barcelona



"I think Reempresa's most important contribution has been to promote a neutral environment where both parties have accepted its arbitration and accompaniment. This has facilitated the relationship."

Anna Llàcer, Buyer - Barcelona



Further Readings

EURONEWS 2017: [The secret to successful business transfers](#) (Business Planet).

EURONEWS 2013: [Moving on smoothly as companies change hands.](#) (Business Planet).