



## CUSTOMER JOURNEY

BUSINESS RATES

03300 30 30 30  
[www.portrait.org.uk](http://www.portrait.org.uk)

# Stage 1

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## Identifying Grants & Reliefs



### Initial Consultation

The journey begins with an initial consultation with a Project Coordinator who will gather information about your business, including industry type and trading activities.



### Research and Analysis

We conduct thorough research to identify any grants and bursaries you might be entitled to. This is a crucial step that ensures you take full advantage of these opportunities before any further steps are taken.



### Application Process

After a letter of authority & terms of engagement are signed, we assist in preparing and submitting applications for the identified grants and bursaries. Our expertise increases the likelihood of successful applications.



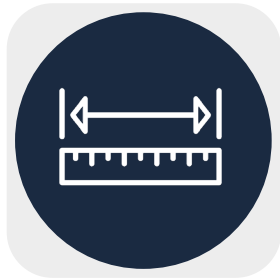
### Impact Assessment

Once grants or bursaries are secured, we evaluate how this financial support impacts the overall business rates and financial position. A “success statement” is then provided to you.

# Stage 2

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## Reducing Rateable Value



### Property Survey & Assessment

If the rateable value still needs reduction, we conduct a detailed survey of your property. This helps us understand the scope for possible reductions in rateable value.



### Negotiation & Representation

Leveraging the insights from the survey, we negotiate on behalf of your business to reduce the rateable value. This stage may involve discussions with valuation officers and other relevant authorities.



### Commission Structure

Our commission is based on the percentage of savings achieved from reducing the rateable value. This motivates us to secure the best possible outcome for our clients. Portrait do not charge up upfront fees.



### Final Outcome & Savings

The end result is a reduced rateable value, leading to lower business rates. Our clients benefit financially from both the grants and bursaries obtained in Stage 1, and the reduced rates achieved in Stage 2.

# Key Benefits for Clients

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## Maximised Savings

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By first exploring grants and bursaries, clients can maximise their savings before reducing their rateable value.

## Expert Guidance

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Our expertise in both grants and rateable value reduction, ensures clients receive comprehensive support.

## Transparent Fees

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Our commission structure is straightforward and aligned with the clients' savings, ensuring a fair and beneficial arrangement.

Our business rates service offers a comprehensive and strategic approach to maximise financial savings for our clients. The journey begins with a meticulous search for eligible grants and reliefs, tailored to your specific industry. This initial phase not only provides immediate financial relief, but also sets the stage for the subsequent step of reducing your property's rateable value. In the second phase, our expert team conducts a detailed property survey and engages in negotiations to lower the rateable value, effectively reducing your business rates long-term. Our commission is based on the savings achieved, which aligns our interests with those of our clients, ensuring that we are motivated to secure the best possible outcome for you.

This two-stage process ensures that clients benefit from both immediate financial support through grants and sustained savings through reduced rateable values, making our service a comprehensive solution for business rate optimisation.