

# The fast lane to growth

## An adaptive approach to funding momentum

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Emma Smith, Commercial Director, M4 Recruitment Limited





## About M4 Recruitment Limited

M4 Recruitment Limited (M4) is a temporary recruitment business that has been trading since March 2016. As the company name suggests, the business began trading along the M4 corridor with offices in Heathrow, Reading, Swindon and Bristol. Driven by the rapid expansion of its specialist Driving & Industrial division, the business now operates nationally under the trading name M4 Specialist, providing an extensive range of recruitment and workforce management solutions.



## The challenge

M4 Recruitment has witnessed impressive profitable growth over the last 18 months, despite the pandemic. A succession of notable new contract wins combined with increased turnover from existing clients have enabled the business to reach an exciting new level of growth.

Unaware that a potentially major setback could be on the horizon, M4 received a call from their existing provider with the news that they were

looking to exit the market. They gave the fast-growing recruiter notice, providing them with no alternative but to go out to the market to source a new funder.

Emma Smith, Commercial Director, M4 Recruitment Limited, said: "It was important for us to find a flexible funder that would be easy to work with. We are aware that some of our recruitment requirements can be a bit complex and that not every finance

provider would be comfortable with the concentration levels we have on certain contracts. We were therefore looking for a personable team with whom we could build a good relationship, one where we can simply pick up the phone to resolve any issues as they arise."



## Investec's solution

Having met the management team to discuss their requirements in detail, Investec Capital Solutions acted quickly to structure and deliver an enhanced working capital facility. This ensured that the business has continuous access to working capital without disruption, giving management certainty of funding at all times.

Emma Smith commented: "We have seen huge growth as a business and bridging the working capital gap is vital for us, particularly as several of our higher volume agreements are on 60 to 90 days payment terms. Investec not only provided us with a higher funding limit than we had previously, but they also adapted our facility to accommodate occasional long payment terms and large concentrations, which other funders may not have been quite so willing to consider."

Emma said that flexibility and a willingness to understand the business set Investec apart. "What I like most about Investec is that they don't

just stick to a rigid rule book when it comes to making funding decisions. They want to understand the business beyond the facts and figures. That also means getting to know us as people and learning about specific contracts and the potential we have to grow the business. We always feel that they are on our side.

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## Outcome

With the support of Investec, M4 is well placed to continue to build on the rapid growth that they have seen in the last two years. Last year they grew by 28% and were proud to make number 15 on The Recruiter FAST 50, the first time they have been listed.

Being recognised by the report is a significant achievement, as it features the fastest-growing, privately-owned recruitment companies in the UK, according to a revenue compound annual growth rate over the three most recent annual reporting periods.

Emma concluded: "We plan to continue on our considerable growth trajectory. This year we are on track to achieve a further 20% increase from the year before. We are looking to drive our momentum with the certainty of funding from Investec behind us to help us achieve our ambitions."

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