

London entrepreneur opens search for UK acquisitions after first ecommerce purchase

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LONDON, 20 August 2026. Charles Reay-Smith, the London-based entrepreneur behind Reay Smith Property, has opened a search for further UK business acquisitions, a year on from his purchase of the ecommerce brand AlloyArmor.

Reay-Smith acquired AlloyArmor in July 2025. The brand sells designer protective cases for iPhone and AirPods through alloyarmor.store, shipping worldwide, with a range that includes the Invisa Case, the Hercules Case and The Serpent. Terms of that transaction were not disclosed.

He is now reviewing opportunities across ecommerce, services and light industrial businesses in the United Kingdom, with a focus on profitable, owner-operated companies where the founder is looking to step back.

"AlloyArmor taught me what the first year of ownership actually looks like, which is mostly unglamorous work on the operation behind the product," said Reay-Smith. "That year is the reason I'm confident taking on the next one. I'd rather buy something that already works and fix the parts nobody has had time to fix than start from nothing."

Reay-Smith founded and runs Reay Smith Property, a specialist HMO management business operating across south and west London. He intends to build a portfolio of small UK businesses held for the long term rather than resold quickly.

"There are a lot of good businesses whose owners want out and have no obvious successor," he added. "Those are the ones I'm interested in. I'm not looking for a turnaround and I'm not looking to strip anything back."

Enquiries from business owners, brokers and intermediaries can be directed to the contact below.

About Charles Reay-Smith

Charles Reay-Smith is an entrepreneur based in Putney, south west London. He founded Reay Smith Property, a specialist HMO management business operating across south and west London, and acquires and operates small businesses in the United Kingdom. He acquired the ecommerce brand AlloyArmor in July 2025.

About AlloyArmor

AlloyArmor is a direct-to-consumer brand producing designer protective cases for Apple devices, working with manufacturers and independent artists to develop its range. The brand ships worldwide and offers a 60-day returns window.

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