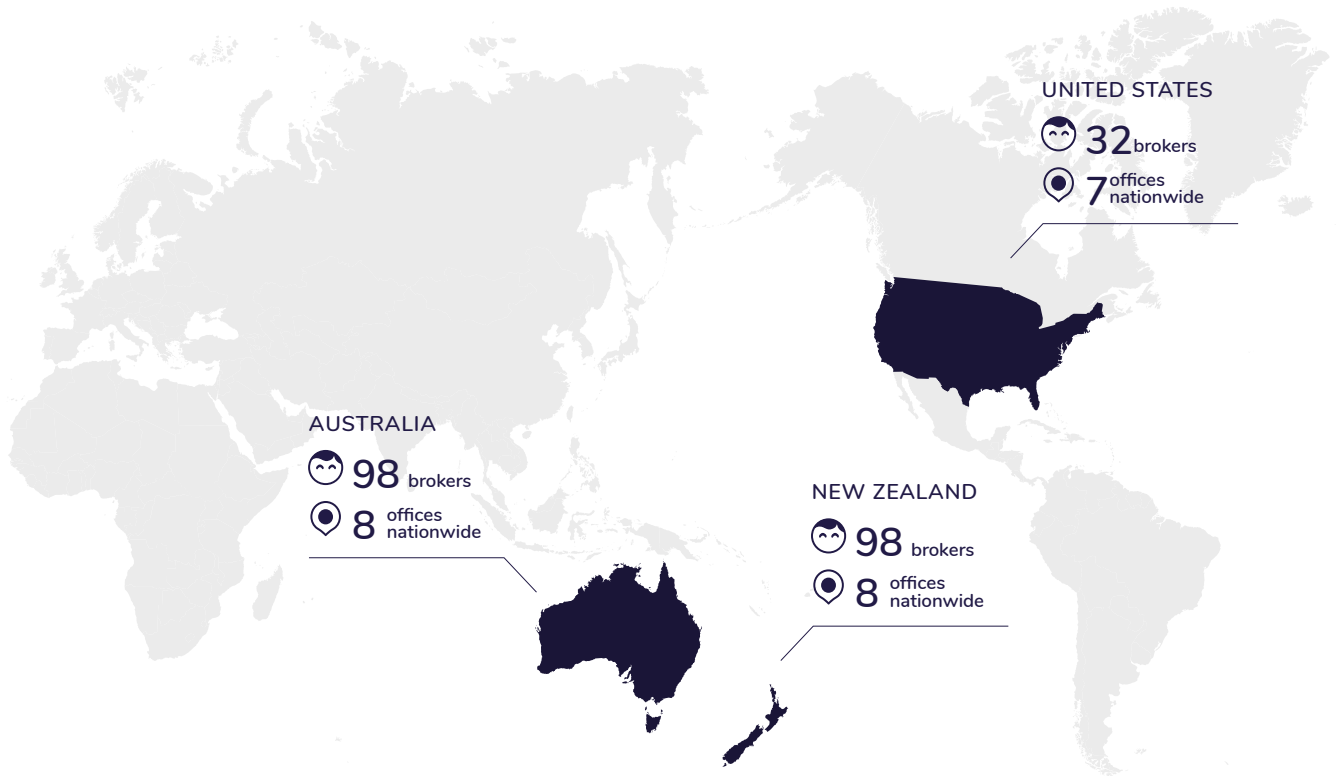




GLOBAL BUSINESS BROKERAGE,  
LOCAL BUSINESS BROKERS

# The LINK difference

TRUSTED  
TO GET  
RESULTS.



# globally & locally

## LINK vision

Creating new chapters in people's lives.

## LINK values

### Truth

We're candid, honest and ethical to the core.

### Proof

We're strong on results and we can prove it.

### Know-how

We're highly trained experts at leveraging value and selling smarter.

### Details

Accuracy and thoroughness are paramount to us.

We're thrilled to have been recognised by our peers and customers in our global markets. Here's our most recent local awards that we're particularly proud of:



**Established in 1996, LINK is the most trusted business brokerage in the world, with a strong local presence in Australia, New Zealand and the US.**

# Connecting

With an international network of more than 300 LINK business brokers, we have successfully sold more than \$5 billion worth of businesses.

Our growing reputation for the highest level of customer service is built on integrity, honesty, uncompromising quality and a passion for connecting sellers with the right buyers. Our team is dedicated to helping every owner maximise the value of their business and enjoy a streamlined sale and transition period.

### Global Reach, Local Brokers

At any one time, we have more than \$2 billion of businesses listed on our global websites. Our business databases represent up-to-the-minute company data, with 250,000 people actively looking for a new business. If you're selling, this means we can attract hundreds of warm leads, based on their interest in businesses like yours.

Thanks to the investment we make in Search Engine Marketing (SEM), anyone looking to buy a business in Australia, New Zealand or the US will quickly find LINK, and let our powerful search engine find your business.

### Proven Process

LINK offers a unique, proven approach to facilitating each successful sale, and has a focus on delivering exceptional service. Learning from decades of experience, we've developed a tried and true process for successfully selling any business. Globally, we sell more businesses than any other brokerage. Each LINK broker is skilled in the art of negotiation and doesn't rely on heavy discounting to sell a business. We keep you informed at every step of the process, providing detailed feedback on marketing activity, enquiries, prospective profiles and more.

We are uncompromising in protecting your confidential information.

# business buyers



LINK sells businesses ranging from \$50,000 to \$50 million in Australia, New Zealand, and the US.

LINK's customers are sellers and buyers of businesses and we've become the most trusted brokerage by focusing on service, value and integrity.



LINK Corporate is our high-value business sales division selling businesses ranging in value from \$2 million to \$50 million.

The Corporate team have successfully transacted over 200 high-value deals ranging from outright sales, partial share sales, acquisitions and mergers.

### VALU.LINK

#### Worth Knowing

You may not know the worth of your business fully, but thanks to Valu.LINK's award-winning proprietary appraisal tool, we do. Valu.LINK draws on LINK's extensive global sales data for your industry and carefully calculated algorithms to provide a detailed, accurate appraisal of a business in any country in any industry sector.

### LINK.ACADEMY

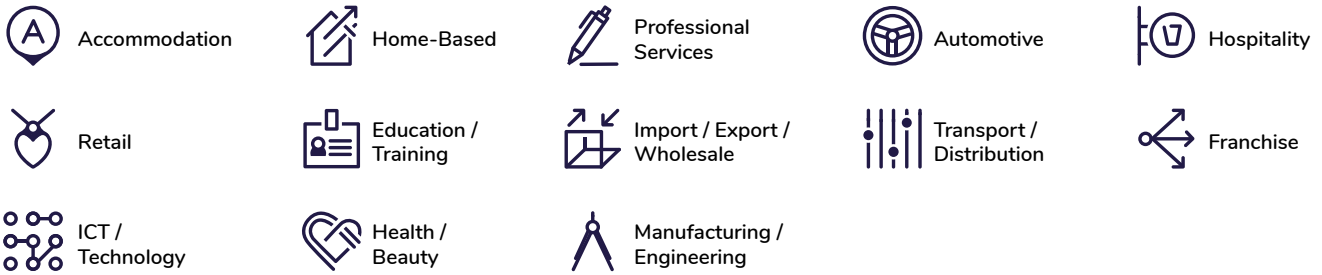
#### Experienced Experts

Every LINK business broker is specially trained through our rigorous, industry-leading LINK Academy. You can trust that you'll get sound, smart advice, supported by real-world experience and a professional who goes above and beyond to deliver results. We match businesses with specialist brokers, because they understand your business and can tap into their extensive industry networks to reach potential buyers across a cross-section of industries.



## Sector Specialists

LINK's size and reach means that our brokers have the opportunity to utilise their knowledge, experience and connections to specialise within particular sectors. They understand the challenges of your industry and how to successfully match buyers with sellers.



# & sellers

**\$2b+**  
of businesses listed  
on our global websites  
.....

**300+**  
LINK business  
brokers worldwide  
.....

**\$5b+**  
worth of businesses  
successfully sold  
.....

**4,000+**  
businesses for sale  
internationally

**250k+**  
active buyers  
on our databases

**30,000+**  
owners have trusted LINK  
to sell their businesses

Source: LINK data as  
at time of printing

### AD.LINK

#### Targeted Marketing

LINK brokers use our world-class Ad.LINK marketing tools and research, fine-tuned over years of learning the most effective ways to sell businesses. We speak to buyers through direct targeted emails, networking, social media, websites, and both digital and press advertising. We understand that confidentiality is paramount. We ensure that business opportunities are advertised in a compelling way without disclosing sensitive or identifying information.

### ONE.LINK

#### Powerful Data

With One.LINK, our powerful database and business sales tool, our broker teams seamlessly coordinate and track the sale and purchase process. With comprehensive records of business sales in every country where we operate, we constantly track and analyse the big trends influencing business and the economy. We also conduct regular independent research to determine buyer motivations and identify what matters to them. Our knowledge is your power, giving you key insights into factors that affect the marketing and sale of your business.

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**The world's most trusted business brokerage**  
AUSTRALIA / NEW ZEALAND / UNITED STATES

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LINKBUSINESS.CO.NZ

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