



“Thanks to Serdar’s marketing I received 6 offers within two days of advertising it.”

A stress-free sale in only two days

Company Import business

Time to sell 2 days

Sold 20% above the asking price

Customer

The company was a long-established, successful importer and distributor located in Auckland and serviced nationwide. The business was running successfully with its managed model in NZ. The owners started the business from scratch, making it a success.

Background

The owners were located overseas. After running the business here in New Zealand and overseas successfully for years, they decided to retire and provide an opportunity to someone new and local to take the business forward. The business had all the systems and procedures in place for the new owner to take over smoothly.

Brief

We were approached to take the business to market and achieve the best value possible for the owners. All our communications were done via online video platforms.

Our approach

After multiple conversations with the owners via online video, emails, and phone calls, we established a comprehensive knowledge of the business and its operation. This knowledge allowed us to produce a professional Information Memorandum and strategic advertisements for the marketing plan.

Solution

Having experience selling similar types of businesses allowed us to do target marketing within our existing database of potential buyers. The opportunity was also advertised online and in selected print media to generate new enquiries. The key was our preparation and being able to answer buyer queries in a timely manner, with confidence. Proper preparation reduces the time spent in market.

Result

Over 70 expressions of interest were received resulting in six firm offers to buy, with purchasers competing to put their best offer terms forward. The final price achieved was 20% higher than the original asking price. Achieving this significant result within such a short time span was a surprising, yet very happy, experience for our client.



Serdar Kabul

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“I recently used Serdar to sell my business and I was delighted with both the process and the result. Serdar was quick to grasp the essential nature of the business and market it in a positive yet accurate way. Thanks to his marketing I received six offers within two days of advertising it, with the highest offer being well above the asking price.

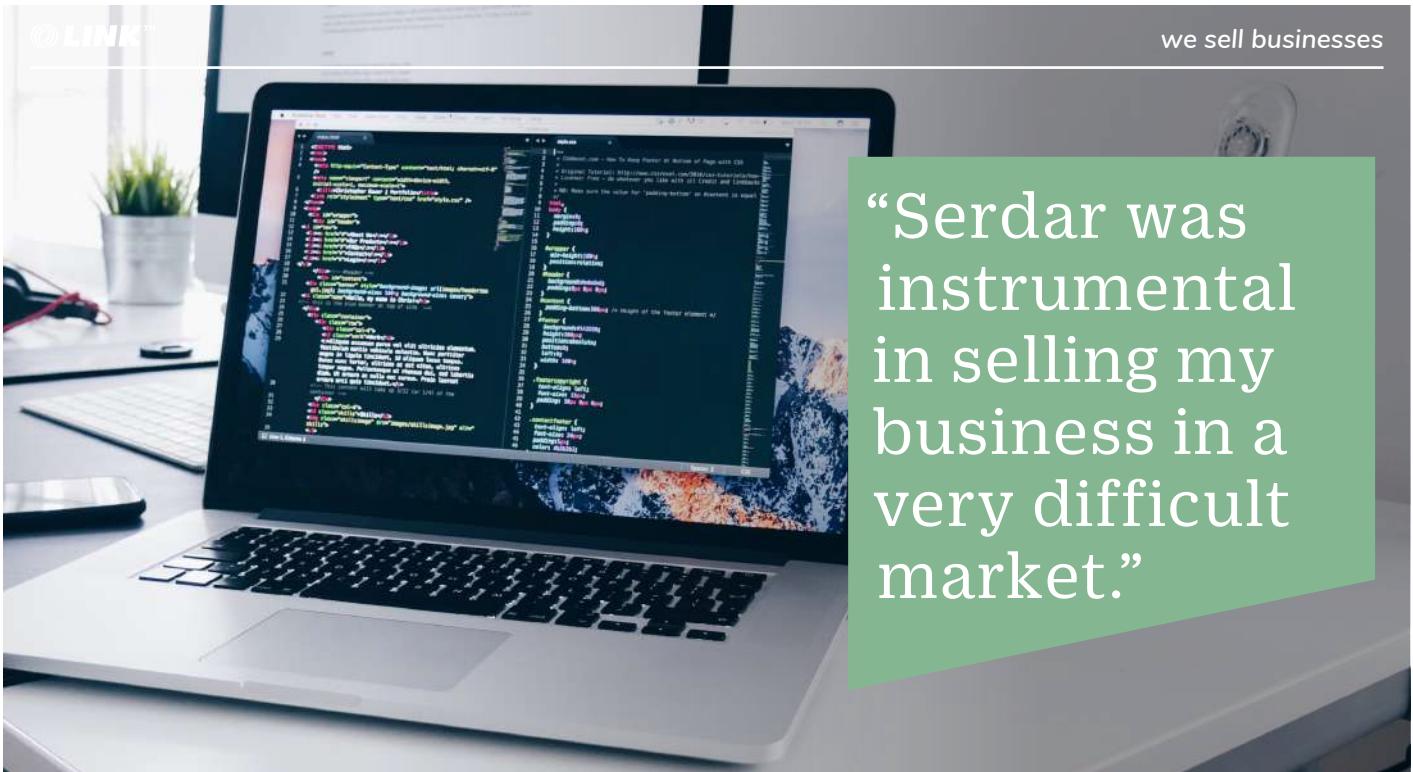
Serdar guided the sales process through to completion with the minimum of stress, leaving both the seller and the buyer very happy.

I wouldn’t hesitate to recommend Serdar to anyone looking to sell or buy a business.”

The world's most trusted business brokerage

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“Serdar was instrumental in selling my business in a very difficult market.”

A digital solution to a digital business



Company Technology Business

Time to sell 5 months

Sold Within 5% of asking price

Customer

The vendor was an IT technician with many years in the IT industry before establishing the business. The business grew from a one-man band operation to a well-established, one-stop IT business. With loyal and experienced staff, the owner had minimal responsibilities on the daily operation of the business.

Background

The owner had worked long and hard to make this a successful business and it was time for a new, energetic person to take the business forward. The owner was ready to take action on his long standing plan of traveling the world.

Brief

The vendor wanted to sell the business at an acceptable price. It was also essential to him that the move would look after the staff and well-serve the longstanding customers.

Our approach

We began the sales process by building a solid foundation. After meetings, phone and email conversations, we produced a quality information memorandum. The vendor was very sensitive about confidentiality as it was extremely important for existing clients to not be distracted by the sale process.

Solution

The business was advertised on social media platforms and related websites. We also used targeted marketing strategies to reach our extensive database; all of which was done confidentially.

Result

Our successful marketing strategies generated quite a few interested parties. There were several meetings arranged with the potential purchasers and the vendor. However, these first meetings did not result in successful offers. With the vendor's patience and our calm and confident approach to the situation, we were able to bring multiple offers at the end of the five month period. After the vendor's decision to accept one of the offers, the business was successfully sold.

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“Serdar was instrumental in selling my business in a very difficult market. It is notorious for business owners on Waiheke Island to be unable to find buyers for their businesses, however Serdar found a number, leading to multiple offers. Without him, I would probably still be sitting at my office chair, rather than travelling around South America. Thanks again Serdar.”

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