



“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.



## Serdar Kabul

**BUSINESS BROKER**

**M** +64 21 188 6144 **P** +64 9 394 0574  
serdar.kabul@linkbusiness.co.nz

**LINK AUCKLAND, ELLERSLIE**

401 Great South Road  
Ellerslie, Auckland, 1642

Link Business Broking Ltd (Lic REA08)

“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.”

**The world's most trusted business brokerage**

NEW ZEALAND / AUSTRALIA / UNITED STATES / PHILIPPINES

[linkbusiness.co.nz](http://linkbusiness.co.nz)

**LINK™**  
we sell businesses