



JOIN THE WORLD'S  
MOST TRUSTED  
BUSINESS BROKERAGE

# Are you the strongest **LINK**?

**BECOME  
A LICENSED  
BUSINESS BROKER.**

# Are you ready?

**Do you want to build a great income while growing your network, setting your own hours and becoming pivotal in life-changing transactions? Then becoming a business broker may be ideal for you.**

## **What exactly is a business broker?**

A professional with specialised training and experience in helping people buy and sell businesses. Similar to the way a real estate agent facilitates a property sale, a business broker helps people buy and sell businesses. Brokers are commission-based contractors, enjoying unlimited earning potential.

## **A broker adds value to the sale of a business**

- Sales experience and market knowledge
- Pre-qualifying and targeting potential buyers and vetting 'tyre-kickers'
- Connecting sellers to a wide pool of buyers
- Objectively appraising the value of the seller's business
- Advising on improving or preparing the business for sale
- Negotiating the best price

## **Become a broker – make a difference**

Being a business broker is all about creating opportunity. A good business broker has a real chance to change and improve lives. By facilitating the sale, they enable the seller to retire or explore their next adventure, and open a door for a new buyer.

## **Is business broking for you?**

Business brokers come from all walks of life, yet they all have a few traits in common. A successful business broker is capable of, and comfortable with, the idea of prospecting. They're also self-motivated, resilient and have a passion for delivering exceptional service. They share an appetite for learning.

## **Professional perks**

A career as a business broker brings with it some excellent benefits that you may not have considered. It's a unique opportunity to:

- Create a career, business and financial future to be proud of.
- Gain professional satisfaction and respect.
- Build an incredible professional network.
- Engage with other businesspeople from all walks of life.
- Use your knowledge and connections to serve other local businesses.
- Contribute to a team and benefit from being part of one.
- Think on your feet.
- Learn proven sales skills and tactics.



# in?

**So you've got what it takes to be a successful, self-motivated business broker. Where will you choose to make your mark?**

At LINK we give you the training, support and technology you need to succeed. LINK is an environment where you're rewarded for your hard work.

If you're good at networking and building relationships, LINK will open doors and help you reach your full potential. You can also benefit from our wide reach and reputation as a trusted industry leader.

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*"After almost ten years working as a School Teacher, I found myself craving something more exciting and financially rewarding."*

**Joining LINK, was, without doubt, the best career decision I ever made.**

*"Don't be fooled though, business broking is not easy, but when you immerse yourself in LINK's systems and culture, you can be extremely successful. I look forward to many more challenging, enjoyable and financially rewarding years with LINK."*

DUSTIN SLYPEN, BUSINESS BROKER FOR  
LINK BRISBANE, AUSTRALIA



# Wraparound support

**As a LINK business broker, you have access to smart tools, advice and resources:**



## **Expert Training**

### **LINK.ACADEMY**

LINK's own online training tool, individually adapted for each country and certified through our Franchisor Office. LINK.Academy is a workplace training system and competency-based standards programme, which translates into proven training and operational procedures. These have been documented in easy-to-follow sales manuals, incorporating appropriate policies, protocols and practices.

## **Accurate Appraisal**

### **VALU.LINK**

LINK's award-winning proprietary appraisal tool offers a detailed, accurate appraisal of a seller's business, based on global sales data and finely-tuned algorithms. This data is drawn from thousands of business sales, sourced from our own sales records and third parties. Valu.LINK generates a professional report for the broker and the seller.

## **Powerful Database**

### **ONE.LINK**

We developed, and are continuously refining, the world's most powerful cloud-based business broking CRM system. Designed by brokers for brokers, One.LINK is securely accessible by all LINK brokers. Its database contains all seller and buyer details, contact management functionality, and a sophisticated search and match tool. Automation enables brokers to target and contact prospective buyers about new listings that match certain criteria, and captures buyer data if they respond to web advertising. One.LINK also makes it easy to produce documents like Information Memorandums or Confidentiality Agreements.

## **Proven Marketing**

### **AD.LINK**

LINK's powerful marketing programme has been developed and refined over more than two decades with extensive market research, to put your clients' businesses in front of the right buyers. Ad.LINK gives brokers proven marketing tools that reach buyers through targeted emails, networking, social media, our websites, and both digital and press advertising. This is supported by regular awareness campaigns to keep LINK top of mind for business owners.



### Smart Technology

LINK's market-specific websites are built and updated with local Search Engine Optimization (SEO) in mind. Buyers in Australia, New Zealand, the United States and the Philippines can easily find the LINK site that relates to them. The platform supports email alerts, online Confidentiality Agreements, detailed search, automatic uploading to business sale portals and more. Through Microsoft Office 365, our brokers share ideas and documents, and collaborate with people inside and outside of LINK, through News Feed, SharePoint, OneDrive and other sites.

### Quality Resources

As a LINK business broker, you'll have industry best-practice resources and information at your fingertips.

- Advanced technology
- Marketing and document templates
- Recognition and reward programme
- National and global networking
- Regular brand awareness advertising
- Professionally designed sales collateral
- Specialist sector material
- LINK knowledge base
- Sophisticated buyer and seller communications
- Training manuals
- International conference
- National conference
- Broker training sessions – in-house
- In-house communication tools e.g. Yammer groups
- Administration support

# 6 GREAT REASONS to become a LINK business broker

- 1. OPPORTUNITY** We're seeing baby boomers get ready for their next chapter, bringing with them a massive increase in business sales opportunities globally.
- 2. REACH** As the world's most trusted business brokerage, we generate hundreds of leads every day. This delivers a consistent, ongoing sales pipeline to our brokers.
- 3. TRAINING** Through the LINK.Academy, each of our business brokers receive all the training and support they need to successfully list and sell businesses, while building a solid reputation.
- 4. REWARDS** We've created an environment and business model that rewards our brokers for their hard work. Take advantage of a generous, uncapped commission structure, and work within a passionate, experienced and like-minded team.
- 5. TECHNOLOGY** LINK brokers have access to the world's most powerful business broking information and operations engine – to nurture leads, track contacts, and close sales.
- 6. SCOPE** There's plenty of scope for LINK brokers to specialise in a sector they're particularly passionate and knowledgeable about.

# Why you should work with LINK

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

LINK values:

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

# Truth.

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

# Proof.

# Know-how.



**Don't dream  
of better –  
let's make it  
happen.**

Accuracy and  
thoroughness are  
paramount to us.

# Detail.

## **The LINK Mission**

To facilitate the sale of businesses ethically, confidentially and with utmost integrity.

## **Our Culture**

LINK brokers have a reputation for getting results, without compromising on confidentiality or integrity. Founded on strong service and caring principles, we strive to foster an ethical, highly professional working environment - one that nurtures our brokers to achieve success through training, knowledge sharing and support. Although we've expanded widely since we started, we always aim to be better before being bigger. LINK follows the reporting disciplines of a larger company, but without the bureaucracy.

## **Local Experts Global Reach**

Since we started in 1996, LINK has been offering smart, hard-working people the opportunity and resources to build their own lucrative careers and businesses.

Our international network of brokers benefit from LINK's reputation for integrity, honesty, uncompromising quality, and a passion for connecting sellers with the right buyers.

We support each broker from day one, to reap the potential rewards possible as a LINK business broker.

**Perhaps it's time you  
joined us.**



# Your questions answered



**Q. What is the LINK culture?**

We value integrity and have a zero-tolerance policy towards unethical behaviour. If you're honest, driven and ethical, you will fit in well. We encourage healthy competition and self-achievement.

**Q. What support do brokers get?**

As well as the tools mentioned on the previous pages, LINK brokers benefit from one-on-one field training, peer support, office facilities, administration support and access to our management team.

**Q. Who provides the support?**

Your local manager, the office administrator, the local country team, and the LINK Franchisor Office.

**Q. How much can a LINK broker earn?**

The adage 'you get out what you put in' is very true for commission-based business models like business broking. Earnings vary according to the business size and number of listings a broker has on their books.

**Q. Will I make a good business broker?**

All types of people make good brokers. What matters most is your level of personal commitment and self-motivation.

**Q. Are there any restrictions?**

Yes, every LINK broker is licensed. We'll guide you through the steps to study towards and qualify for your licence.

**Q. And the downsides?**

As a business broker you don't have anything to sell later – there's no accumulated equity. Also, without a set 'pay day', you'll need to have savings or other working capital until you create a regular cash flow.

**Q. How long will it take to complete my first sale?**

Typically this takes between three and six months, but highly driven brokers achieve their first deal within just a few weeks.

**Q. What are the costs?**

The costs to become a LINK broker are very low. Other than running a car and paying rent and utilities, you'll also need a laptop and mobile phone.

**Q. Does LINK have good systems?**

Yes. LINK's world-class technology systems are continually being developed and refined. Our cutting-edge digital platform is fully cloud-based, supported by a full-time IT team to keep things running smoothly. In fact, some of our IT systems are so smart, they've been recognised with industry awards.





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**“I love the LINK community and the spirit that underpins it. Other brokers are not competitors, but colleagues we can collaborate with and explore the untapped opportunities.”**

*Being a broker means that you must be all things to all people during the sale process. LINK has a reliable support network in place, allowing their brokers to focus on the details.”*

SALLY STUART, BUSINESS BROKER FOR  
LINK SYDNEY, AUSTRALIA

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

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