



“Thank you so much for the time and effort LINK put into the successful sale of my business – outstanding service!”

# Refined approach gets results

**Company** Brandon Park Lotto Gifts and Cards  
**Time to sell** 30 days  
**Offers** 2  
**Sold** At 95% of appraised value

**Customer**  
 The husband and wife team had been successfully operating this Lotto, gift, and card business, for more than ten years. They grew the business significantly during this time and intended to operate it until their retirement.

**Background**  
 Due to some serious health issues the Vendors decided to sell the business. They engaged a brokerage firm who specialised in selling Tatts Lotto businesses. They were given a valuation of \$750,000 based on the lease and profitability. During six months exclusive sale authority, the only offer they received was one of \$650,000, conditional on finance. However, finance was declined and the sale did not go through. The Vendors tried to sell through multiple brokers, but could not achieve a positive outcome.

**Brief**  
 The Vendors were very frustrated by not achieving a sale, despite having an excellent business with good profitability. They were referred to us by an existing client. They were listed with another brokerage but wanted to sign a general sale authority with LINK.

**Our approach**  
 LINK asked for a 60-day exclusive sale authority. We suggested that accounts from the previous five-years be accountant certified and Lotto Commission Statements be gathered, along with the assurance of a new lease of seven years. LINK offered to provide a realistic market value appraisal of the business; based on market performance, and the financial documentation of the business.

**Solution**  
 The Vendors gave us a 60-day exclusive sale authority to sell the business. LINK valued the business at \$860,000, based on the new lease terms, and a track record of excellent profitability.

**Result**  
 LINK met with a client who was interested in buying a service station for his wife. After explaining the Tatts Lotto business model, they were very impressed, so we recommended the business to them. They offered \$825,000, which was readily accepted by the Vendors, and the sale went through.

RETAIL  
SPECIALIST BROKER

