



Join LINK today

Become a business broker in the LINK network, and be part of the fastest growing business brokerage in the world



The authority on selling businesses

Reach Your Potential with **LINK**

LINK is the fastest growing Business Broking network in the world, known for our confidentiality, integrity, marketing and our innovation in the technology we use.



At LINK we give you the training, support and technology you need to succeed and seek your full potential to tackle the challenges. LINK is an environment where you are rewarded for your hard work. If you are good at networking and creating relationships, then Business Broking is a career that will open doors for you and allow you to succeed at an unlimited pace. With offices across Australia, New Zealand, South Africa, United States and the Phillipines. LINK is proud of its growth and market dominance - based on results and integrity.

The success and growth of LINK is largely attributed to three key factors:

- Specialist brokers and divisions.
- Embracing technology and shaping it to gain benefit.
- LINK's unique success system, founded on work-place training and competency based standards, which translate into proven training and operational procedures these and have been documented in easy to follow sales and administration manuals incorporating appropriate policies, protocols and practices.

LINK's commitment to excellence has helped us forge a reputation as industry leaders and that's why we are confident to say we are "The authority on selling businesses".

Our Culture

The difference between LINK and our competitors must be the unquestionable ethics of our brokers, and their high degree of professionalism and SUCCESS. LINK will become the largest global brokerage, although we will always look to be better before bigger.

LINK is a vibrant, growing entity founded on strong service and caring principles, with a non-negotiable philosophy of ethical dealings. It follows the reporting disciplines of a larger company but without the bureaucracy.

Our Mission is Simple

"Facilitate the sale of businesses ethically, confidentially and with utmost integrity."

Is Business Broking for You?



A Broker is a Person...

- Who wants to own their own career, business and financial future
- Who sees themselves as a professional business person
- Who can engage with other people
- With confidence, drive and enthusiasm
- Who is intelligent and has an appetite for learning
- Who wants day-to-day discretion and flexibility in how they work
- That can contribute to the team as well as benefit from the team
- With a high standard of ethical conduct
- Who is adaptable and can think on their feet
- That can interpret, support and persuade people



Are You?

- ✓ Prepared and Capable of Prospecting
- ✓ Self Motivated
- ✓ Practical and Professional
- ✓ Ready for some Bumps and Bruises
- ✓ Results Focused

LINK Success Stories



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I have just finished my third year at LINK and it is incredible to be part of an organisation that is constantly focused on the development of its team, technologies and market share. As I have grown as a broker, my needs and wishes change also. The resources that are available I know I can't get anywhere else, and they allow me to be at the top of my game. 24/7 access to mentors and advice, an admin team to do all the tedious and timely work that I don't have time to focus on - these are a few examples of why LINK works for me.

The biggest reason and a standout for me, which you won't know until you are on the inside, is the collaborative company culture and ethical approach to business sales. I simply wouldn't sell as much with any other firm.



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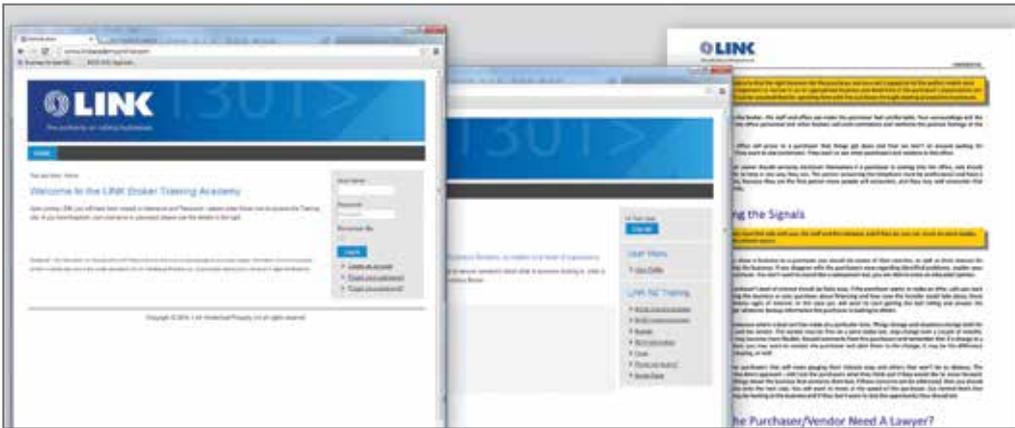
Frank Willett joined the world of business broking after selling his retail business. Prior to LINK Frank was with another brokerage. Since becoming part of the LINK family business has exploded for him. The opportunities to market quality businesses to prospective buyers ballooned due to the exposure LINK has in the market place. Since joining LINK Frank's income has tripled.

What Makes **LINK** a Better Choice for You...

- National Network
- International Network
- Brand Awareness
- Managing the Sale of Your Business
- Service Brochures
- LINK Website
- LION System
- Sophisticated Purchaser and Seller Communications
- Manuals
- Valuation Tool
- Online Training Academy
- Business Broker Magazine
- Support
- Harnessing Technology
- Social Networking
- Marketing Material
- Recognition Programme

Online Training Academy

LINK's own online training tool, adapted for each country individually and certified through our Franchisor Office.



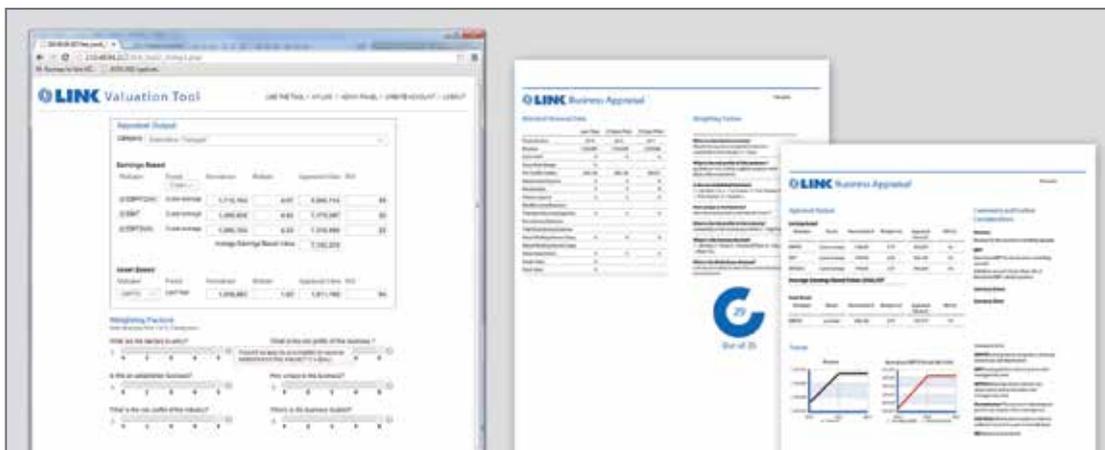
Office 365

Office 365 includes services that let you share ideas and documents, and collaborate with people inside and outside of LINK: Newsfeed, Sharepoint, One Drive and Sites.



LINK's Online Valuation Tool

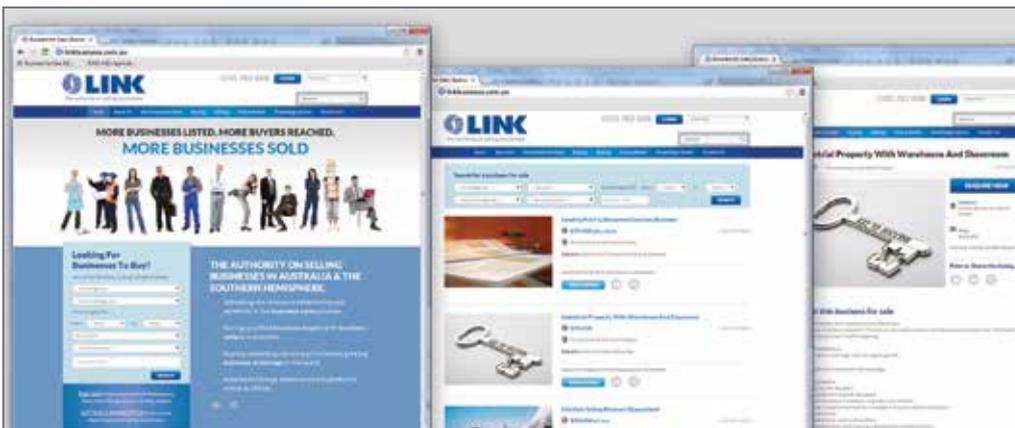
The LVT has been built to assist brokers in reaching an appraisal price for a business. It is suitable to be shared with a vendor, but does require explanation from the broker. The data the tool draws on includes many thousands of business sales, sourced from LINK's own sales records and third party sales data. A professional report is generated for present to the vendor resulting in a quality service they can trust.



LION (LINK Information and Operations Navigator)

This is the most powerful business broking software in the world. Built and constantly developed by LINK with over \$1 million spent to date. Designed by brokers for brokers. Freely accessible by brokers in a secure environment. This database contains all the purchaser and vendor details and is supported by features including a highly effective search and match, plus contact management facilities.

- The ability to automatically email prospective purchasers with information on a new listing if it falls within their criteria.
- Automatic Confidentiality Agreement facility within web advertising, which feeds purchasers data into the system.
- Easily produce an Information Memorandum.
- A cloud based system that is available anywhere at any time, as long as there is an internet connection.



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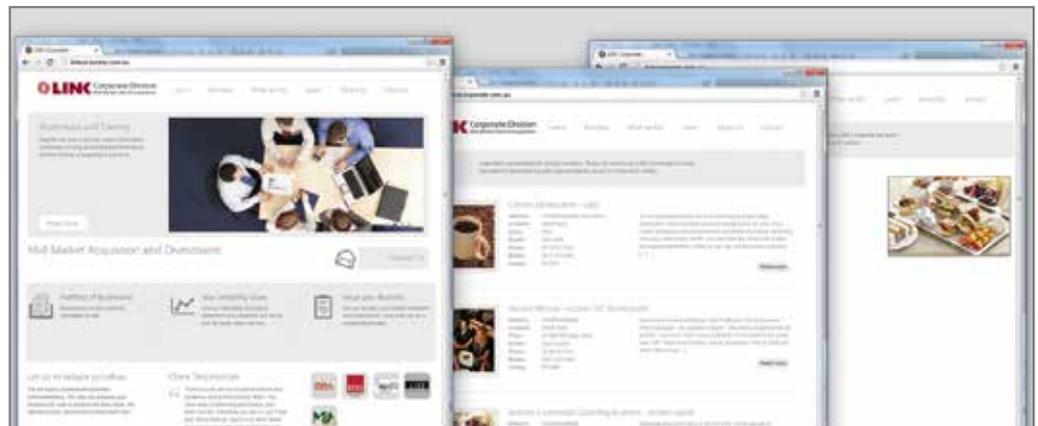
LINK's websites are continually being researched and developed with new ideas, updates and upgrades. Anyone looking to buy a business in Australia, New Zealand, South Africa, the United States or the Philippines will quickly find the LINK site.

LINK's powerful website supports email alerts, online confidentiality, detailed search, auto uploading to business sale portals plus much more!

LINK Corporate

LINK Corporate is a division of LINK, dealing with businesses of all sizes and from all industries, specialising only in larger more significant businesses, typically in excess of \$1 million.

There are strict guidelines to become a LINK Corporate broker, though nothing is impossible. Simply speak to someone at LINK on how you can tap into the market of businesses valued over \$1 million.



Frequently Asked Questions

Q. What support does LINK provide?

LINK Training Academy, LION, LINK Appraisal Tool, powerful cloud based IT Solutions, one on one field training, team/peer support, office facilities, promotional materials, documents and ready access to management.

Q. Who will provide the support?

Your local manager, the office administrator, the local team, and the LINK Franchisor Office from time to time.

Q. How does LINK differ from its competitors?

Specialised high quality service, materials, systems, people, processes and resources. Nobody else compares.

Q. What is the prime LINK advantage?

The cumulative whole – the sum of all the parts.

Q. How much can a broker typically earn in the first year?

First and foremost earnings are strictly a function of a brokers application from day one. Typically the larger the listing the larger the earnings. The number of listings may also influence earnings. Top brokers earn in excess of \$600,000 p.a.

Q. Will I make a good business broker?

Firstly, all types of people make good brokers. At the heart of all successful brokers is their personal commitment, and a high level of self-drive.

Q. Are there any restrictions?

YES, a broker must be licensed! Find out how to study for and obtain a licence.

Q. What are the costs?

The establishment and running costs are quite modest given the earnings opportunity. Initially there are study and licence costs. Once underway there is continuing education and personal promotion and typically motor vehicle, phone and home office costs.



Q. What are the downsides to being a business broker?

As a business broker you do not have anything to sell later on – there is no accumulated equity. There is no set “pay day”. A broker needs to have savings (working capital) until a cash flow is established.

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

How good are you? Typically between 4 and 6 months, but highly driven brokers have achieved their first deal within 8 weeks.

Q. Do you have good systems?

We have world-class systems that have been developed over the last 18 years. Our IT platform is completely cloud based and our full time IT team works constantly on improvements and ensuring we are at the cutting edge of technology.

Q. What is the culture of LINK?

We value a high level of integrity very highly and have a zero-tolerance policy towards unethical behaviour. If you are honest, driven and ethical, you will fit in well. We encourage healthy competition and self-achievement.



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