



Finding the right fit

YOUR PATH
TO SELLING
A FRANCHISE.



Cashing in on business growth

BUSINESS Confidential

INDUSTRY Health / Beauty

SOLD Within 4% of full asking price

TIME TO SELL 5 months

Part of a well-established franchise brand with nationwide coverage, the vendors originally bought this business through LINK. After four years of successfully growing its profitability, they were ready for a new challenge. The business was listed for over 30% more than the vendors had originally paid and LINK was able to broker them a successful sale within 4% of the listing price.



Without expert advice and support, finding the right franchisee can be time consuming and difficult. And for franchisors, the success of your business rests on the quality of your franchisees.

One franchise operating below par can devalue the entire brand, and unhappy franchisees can cause problems and cost money. That's why finding the right fit is vital. It's never just about money.

We'll save you valuable time. We know the traits of a successful franchisee, and can both vet and coach potential buyers.

Who should talk to us?

- Franchise owners who are seeking new investors, or want to sell a few franchised units or a territory to support a business strategy.
- Franchisees who need to resell their franchise so they can explore another business or personal adventure.

Time is money.

Why choose LINK?

LINK's team of franchise specialists is solely focused on selling franchise format businesses. As New Zealand's largest brokerage specialising in franchising, we have extensive knowledge of both franchisee selection and business broking. We present the information about your business in a clear, professional way to target and recruit franchisees that best match your profile.

As well as being highly experienced business brokers, our franchise specialists come from within the sector itself, as previous franchisors and franchisees. This means we understand the business from every perspective. We also understand that the culture and relationships involved in a successful franchise are not the same as those involved in a stand-alone business.

Your franchise opportunity is promoted to thousands of genuine buyers.

As New Zealand's foremost franchise brokerage specialist we can reach a large and relevant database of people who want to buy a business.

We have potential franchisees waiting to buy:

- Greenfield sites in new territories
- Conversions of existing independent businesses to franchises
- Existing company/franchisor owned outlets
- Resales of established franchise businesses
- People looking to buy established franchise systems

The best fit is about more than money

LINK has invaluable expertise in securing the best price for your business. Most importantly, our process saves franchisors, franchisee sellers, and buyers from the pitfalls that can derail a transaction, ensuring it is completed in a professional and timely manner. We're also up to date with industry trends, legislative changes and the big news in your sector, so you can rely on us to keep you informed.

NZ Franchise Sector:

630+
brands in 2019

.....

\$3B
worth of businesses
successfully sold

.....

7000+
owners have trusted
LINK to sell their
businesses



We'll save both.



Serious about selling?

The key elements of successful franchisee recruitment.

Carefully consider your 'perfect franchisee'.

We suggest putting a lot of thought into determining the right skills and characteristics your franchisees will need. Your LINK franchise specialist can give you invaluable help to develop a picture of your ideal franchisee, as well as targeting, testing and recruiting to match that profile.

Professional information & documentation

This will represent your business, so it's important to ensure the information you supply is carefully considered and looks professional. The objective is to:

- Attract quality prospects
- Paint an honest, accurate picture of the opportunity available, without exposing the franchise to liability.

What you need to supply when selling:

- Confidentiality Agreements
- Overview of your business – size, locations, what you are selling, key values etc. This will often be the information from your website or company profile brochure.
- Costs – including upfront costs, franchisee fees, ongoing royalties and marketing, fit-out costs and training fees. There may be variations to these costs depending on the type of business. It's important to include them all.
- Application Form

A smart sales strategy

You can't sell a secret. Successful franchise sales rely on having a strategic, targeted advertising and promotional programme that attracts people who fit your 'ideal buyer' profile. Ad.LINK is our proven marketing system specifically developed to find the right buyers and sell franchises smarter. We don't mark up your advertising spend – so you know that every dollar is going to find your ideal buyer.

With decades of experience in owning, running and selling franchises in New Zealand, LINK franchise specialists have successfully sold hundreds of businesses. Ask us how we can help you grow your franchise brand.

THE POWER OF

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1. LISTINGS

Listings on linkbusiness.co.nz and key business sales portals like TradeMe

2. DATABASE

Our database of 20,000+ registered potential buyers

3. ADVERTISING

Targeted advertising in social media, newspapers and magazines

4. NETWORKS

Our brokers' incredible professional networks throughout New Zealand

How LINK promotes your franchise opportunity

We know your world

At LINK, we understand the franchise market. As members of the Franchise Association of New Zealand and a successful international franchise ourselves, we know how important it is to find franchisees who fit your brand.



We're thrilled to have been recognised by our peers and customers in our global markets. Here are a few local awards that we're particularly proud of:

REINZ AWARDS FOR EXCELLENCE 2018

- ★ Innovation Award
- ★ Large Business Broking Office of the Year
- ★ Medium Business Broking Office of the Year
- ★ Small Agency of the Year – All Disciplines

CALLAGHAN GROWTH GRANT NZ 2018

NZTE FOCUS 700 CUSTOMER 2018

REINZ AWARDS FOR EXCELLENCE 2017

- ★ Office Administrator of the Year
- ★ Large Business Broking Office of the Year
- ★ Small Business Broking Office of the Year

REINZ AWARDS FOR EXCELLENCE 2016

- ★ Business Broker of the Year
- ★ Large Business Broking Office of the Year
- ★ Rising Star of the Year

WESTPAC AUCKLAND BUSINESS AWARDS 2015 (CENTRAL)

- ★ Winner: Excellence in Exporting
- ★ Winner: Supreme Award

DELOITTE FAST 50 NZ

- ★ New Zealand's 11th Fastest-Growing Company 2015