



“The sales process was smooth, and the entire process, from agreement to settlement, was just five weeks.”

# Clever marketing generates excellent prospects

HOSPITALITY  
SPECIALIST BROKER



**Company** Award winning café

**Time to sell** Within 2 months

**Sold** Within 5% of the original asking price

## Customer

An established and fully managed café business, that was also financially successful and demonstrated an SDE of \$410,977 in the Financial Year (FY 2019).

## Background

LINK sold this café to the Vendor several years ago. Due to family reasons, the business needed to be sold quickly. However, the owner wanted to achieve a reasonable price; such was the quality of the café.

## Brief

The café was beautifully fitted out with state-of-the-art equipment, requiring little to no additional capital investment from a new owner. A marketing programme that would generate strong enquiry but, at the same time, keep the listing confidential, was needed. The business was listed at a robust price but not too high as to scare the market.

## Our approach

A combination of print media and online promotion was used, along with extensive use of social media. A ‘teaser’ video was produced from purchased imagery footage and one that hinted at the quality of the listing. Additionally, targeted email marketing was employed to reach a potential buyer within LINK’s network of contacts.

## Solution

The programme generated many excellent prospects, and, in the end, we received two firm offers within three weeks of listing the business. Both parties were capable of buying the business.

## Result

Our broker had been working with a contact on a couple contact of mine on a couple of other options. They were after a substantial and successful café business, and this one fitted the bill. After some negotiation, we settled on a price that was within 5% of the original asking price of \$1.45m plus stock. The sales process was smooth, and the entire process, from agreement to settlement, was just five weeks.

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