



“The LINK team took the lead and removed any pressure associated with the sale.”

Overwhelming response drives step change

AGED CARE
SPECIALIST BROKER



Company Aged Care

Time to sell Within 3 months

Offers 15

Sold 20% above valuation

Customer

The Vendor submitted applications to acquire government approvals for Allied Health services within the Aged Care sector and NDIS. She was a young professional with a young family.

Background

After simplifying her business model, and changing the direction of her business, she was able to generate mind-blowing profits, increasing them by 40%. Overwhelmed by the demands of these sectors, she decided to sell the business and focus on being a mother.

Brief

The Vendor aimed to have the business sold within six months. The accountant provided all financial information for a proper appraisal, and due to the complexity of the government licenses, lawyers were engaged to discuss the best possible process for the sale. The Vendor contributed to a marketing campaign to achieve the highest possible price and exposure.

Our approach

After formally being authorised to market the business, LINK notified contacts that worked within the Health sector of the opportunity and gave them a basic brief. Once all the information was gathered, and marketing material was ready, we hit the ground running. We reached out to clients on our database and launched the advertising campaign. We spoke with pre-qualified buyers and pre-qualified prospective purchasers generated by the campaign.

Solution

Within 14 days, we had received countless enquiries and had organised back to back inspections and conference calls. We had piqued the interest of both overseas and interstate investors, ranging from private equity groups to publicly listed companies. After such an overwhelming response, we changed our selling approach and set the selling price as an Expression of Interest.

Result

Within 30 days, we had shortlisted the highest expression of interests, and we were able to negotiate and achieve a 20% increase from the original asking price.