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# We'll get you noticed

WITH  
STANDOUT  
MARKETING.



## The sale price you want, *faster*

You're in safe, knowledgeable hands when you choose to sell with LINK – the world's largest business brokerage.

Reach the right prospective buyers for your business with our effective suite of marketing solutions.

**What's more...** Your entire marketing investment goes directly into marketing your business. LINK makes nothing from your marketing spend.

# Sell your business for more, faster, *using proven marketing.*



### Information Memorandum

Showcase your business at its best with a professionally crafted document that highlights its strengths and potential, streamlining the sales process for informed buyers.

### Online Advertising

Unparalleled exposure on the country's most active brokerage platform for business sales – [linkbusiness.co.nz](http://linkbusiness.co.nz) – making your listing stand out.



LINK uploads our business listings to other business-for-sale sites that attract thousands of readers every week:

[realestate.co.nz](http://realestate.co.nz)  
[nzbizbuysell.co.nz](http://nzbizbuysell.co.nz)  
[trademe.co.nz](http://trademe.co.nz)  
[oneroof.co.nz](http://oneroof.co.nz)



### Video

We can create professional, compelling custom-designed videos to promote your business on third-party websites, our social channels and via e-newsletters.



### Print Advertising

LINK features businesses for sale in the business section of national newspapers. The size of your advert depends on the package you choose. We also offer custom designed press advertising in local newspapers and industry magazines.



### **Direct Marketing Outreach**

As well as making your business part of our email alerts programme, we can feature it in our national eNewsletter, targeting active buyers and placing your business directly in their inbox.

### **Social Media**

LINK has a local social media presence in NZ on LinkedIn, Facebook, YouTube and Instagram – where we regularly feature listings.



### **Broker Networking**

Each LINK Broker maintains a wide network of connections, including many contacts within their specialist sectors. Our brokers will have buyers regularly approach them personally for a first look at new businesses on the market.



### **Digital Campaign**

Reach a targeted audience with tailored digital display ads via Google, Meta (Facebook, Instagram), and LinkedIn, targeting those who may not be actively searching for a business but are the perfect fit.

Business owners who choose to invest in a marketing plan with LINK **increase their chance of selling by over:**

**350%**

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# \$6B

worth of businesses sold:  
we know how to put together  
an agreement that works.

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## Proof

We've successfully sold thousands of NZ businesses by knowing how to market to your ideal buyers. Here's just one example...

An Auckland client in the Property Services sector had his business listed with a high profile real estate broker. After not selling within six months, the frustrated owner approached LINK. Our highly experienced broker knew how to market the business using the ad.LINK suite of marketing tools, and *the business sold in less than three months, at 96% of the asking price.*

## Curious?

Call 0800 546 528 for a free, no obligation, confidential business appraisal.

The tools  
to sell  
smarter

### CORE+

Our powerful, tailored marketing programme puts your business in front of a greater number of the right buyers, at a price that suits you.

### ONE.LINK

LINK brokers access this powerful database management and marketing system to promote your business and manage every aspect of the sales process seamlessly.

### VALU.LINK

Get a detailed, accurate appraisal of your business, based on global sales data and finely-tuned algorithms.

### LINK.ACADEMY

Our brokers are very experienced in their specialist fields, and highly qualified in selling businesses as graduates of our expert LINK Academy.