



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.*



Press Advertising

LINK features businesses for sale in the business section of national newspapers. Our buying power lets you access this option at a preferential rate, with a choice of ad sizes to suit your budget. We also offer custom-designed press advertising in local newspapers and industry magazines.

Online Advertising

LINK automatically uploads our business listings to other business-for-sale sites that attract thousands of readers every week. Here are some of the sites:

realestate.co.nz
nzbizbuysell.co.nz
truecommercial.nzherald.co.nz
trademe.co.nz

These sites play an important role in boosting awareness among a wider, less targeted audience.



linkbusiness.co.nz

We'll upload your listing to linkbusiness.co.nz – promoting it to twice the traffic of any other business brokerage in New Zealand.



Email Notifications

More than 250,000 active buyers worldwide have signed up for LINK email.

We know their criteria, and accurately market your business to them based on price, location, industry sector and other variables.

Each time a buyer enquires about a business for sale, they're added to our database until they find the right business to purchase.

Social Media

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



Bespoke Social

Paid social media advertising effectively pinpoints your ideal target audience. Your LINK Broker will work with our social media experts to create a specific ad campaign for your business.

Shared Social

Unique for LINK customers, we'll feature your business on our Facebook page on our listings tab – promoting it to a large audience. This cost-effective solution has been proven successful by real estate agents.



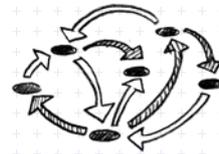
Video

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

Digital

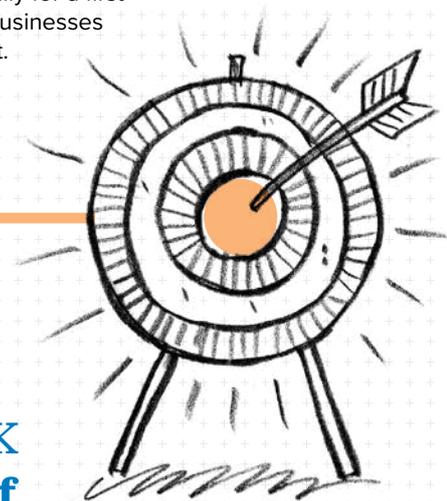
Advertising on major third-party apps can be geo-targeted to reach specific audiences. This platform helps you to reach and attract buyers who may be open to buying a business, even if they're not actively looking.

We target your ideal buyers who are searching online for a particular type of business, with custom- designed AdWord campaigns that make sure it's your business they will find.



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.



Email Marketing

Bespoke

As well as making your business part of our email alerts programme, we can market your business with a bespoke message to a targeted, interested audience.

Shared

If you have a smaller marketing budget, we'll promote your business in our listings e-newsletter to our nationwide database every month. Choose from three ad sizes.

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

350%

\$3B

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

.....

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

AD.LINK

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.