



# Join LINK today

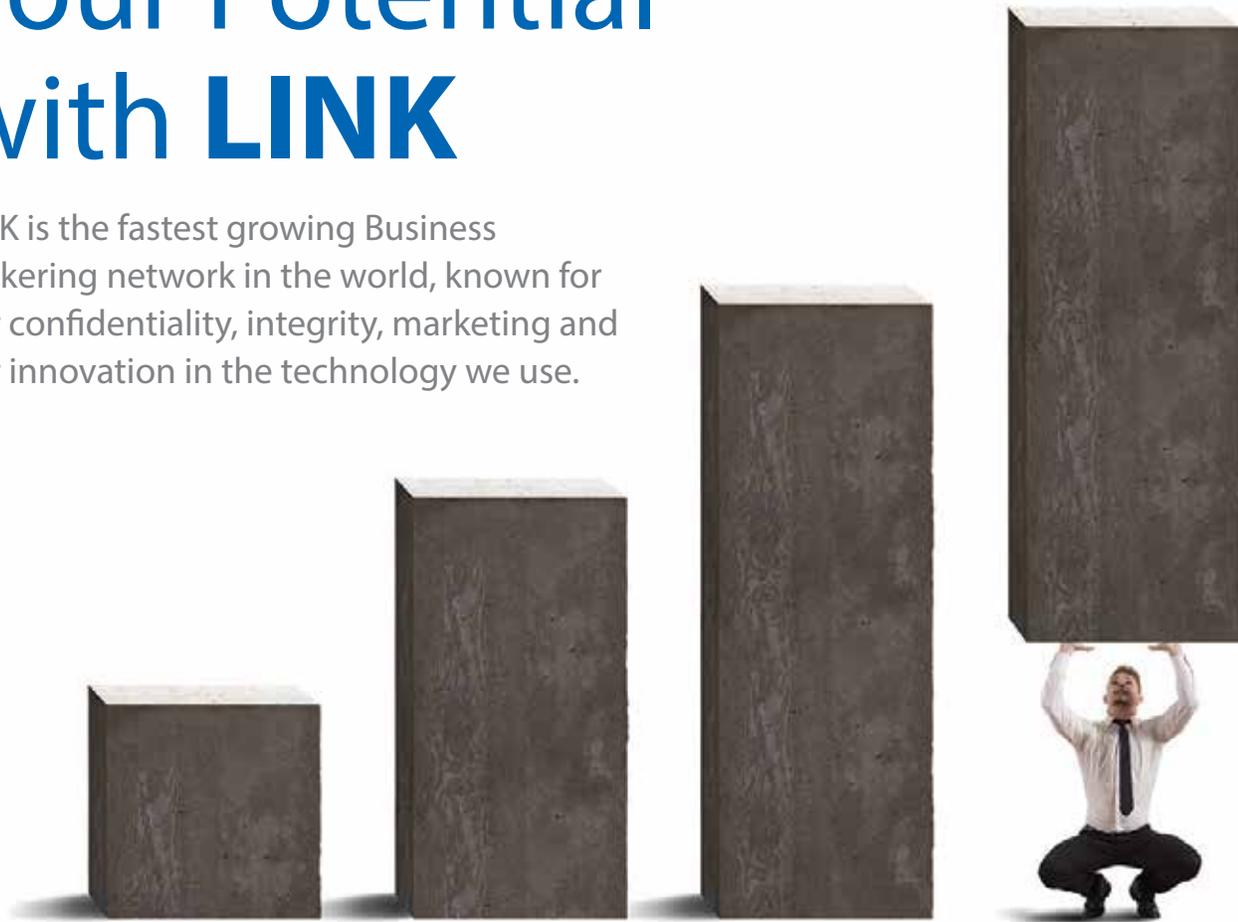
Become a business broker in the LINK network, and be part of the fastest growing business brokerage in the world



The authority on selling businesses

# Reach Your Potential with **LINK**

LINK is the fastest growing Business Brokering network in the world, known for our confidentiality, integrity, marketing and our innovation in the technology we use.



At LINK we give you the training, support and technology you need to succeed, seek your full potential to tackle the challenges. LINK is an environment where you are rewarded for your hard work. If you are good at networking and creating relationships, then Business Brokering is a career that will open doors for you and allow you to succeed at an unlimited pace. With offices across the United States, New Zealand, Australia and South Africa. LINK is proud of its growth and market dominance - based on results and integrity.

The success and growth of LINK is largely attributed to three key factors:

- Specialist brokers and divisions.
- Embracing technology and shaping it to gain benefit.
- LINK's unique success system, founded on work-place training and competency based standards, which translate into proven training and operational procedures have been documented in easy to follow sales and administration manuals incorporating appropriate policies, protocols and practices.

LINK's commitment to excellence has helped us forge a reputation as industry leaders and that's why we are confident to say we are "The authority on selling businesses".

## Our Culture

The difference between LINK and our competitors must be the unquestionable ethics of our brokers, and their high degree of professionalism and SUCCESS. LINK will become the largest global brokerage, although we will always look to be better before bigger.

LINK is a vibrant, growing entity founded on strong service and caring principles, with a non-negotiable philosophy of ethical dealings. It follows the reporting disciplines of a larger company but without the bureaucracy.

## Our Mission is Simple

*"Facilitate the sale of businesses ethically, confidentially and with utmost integrity."*

# Is Business Brokering for You?



## A Broker is a Person...

- Who wants to own their own career, business and financial future
- Who sees themselves as a professional business person
- Who can engage with other people
- With confidence, drive and enthusiasm
- Who is intelligent and has an appetite for learning
- Who wants day-to-day discretion and flexibility in how they work
- That can contribute to the team as well as benefit from the team
- With a high standard of ethical conduct
- Who is adaptable and can think on their feet
- That can interpret, support and persuade people



## Are You?

- ✓ Prepared and Capable of Prospecting
- ✓ Self Motivated
- ✓ Practical and Professional
- ✓ Ready for some Bumps and Bruises
- ✓ Results Focused

## LINK Success Stories



I owned three retail locations of Conroy's 1-800-flowers in Southern California. In 2006, I sold one of them through a Business Broker and the other two by myself after I learned the selling process. That is also when I got the inspiration to become a Business Broker. Starting in 2007 until now, I have been either the Top producer or the Broker of the year or both every year. If you are willing to work 40 hours a week, LINK has Business Broker tools and support for you to be very successful in the industry which has virtually no competition and has an unlimited source of sellers and buyers.

**Ved Sajnani**  
*Business Broker at LINK Los Angeles*  
E: ved@linkbusiness.com



I am a serial entrepreneur with an extensive background in restaurants and commercial real estate. In 2000, I was selling one of my restaurants and came across my first business broker. The fee the broker was charging me captured my attention. At that time I was looking for a business that consolidated my experience and found business brokerage to be a great fit for my entrepreneurial spirit. In 2014 I discovered LINK. I was so impressed with the training, marketing materials, and franchiser support that I bought the LINK Franchise for San Diego and have never looked back.

**Adam Gilman**  
*Business Broker at LINK San Diego*  
E: adam@linkbusiness.com

# What Makes **LINK** a Better Choice for You...

- National Network
- International Network
- Brand Awareness
- Managing the Sale of Your Business Booklet
- Service Brochures
- LINK Website
- LION System
- Sophisticated Buyer and Seller Communications
- Manuals
- Valuation Tool
- Online Training Academy
- Business Broker Magazine
- Support
- Harnessing Technology
- Social Networking
- Marketing Material
- Recognition Program

## Online Training Academy

LINK's own online training tool, adapted for each country individually and certified through our Franchisor Office.



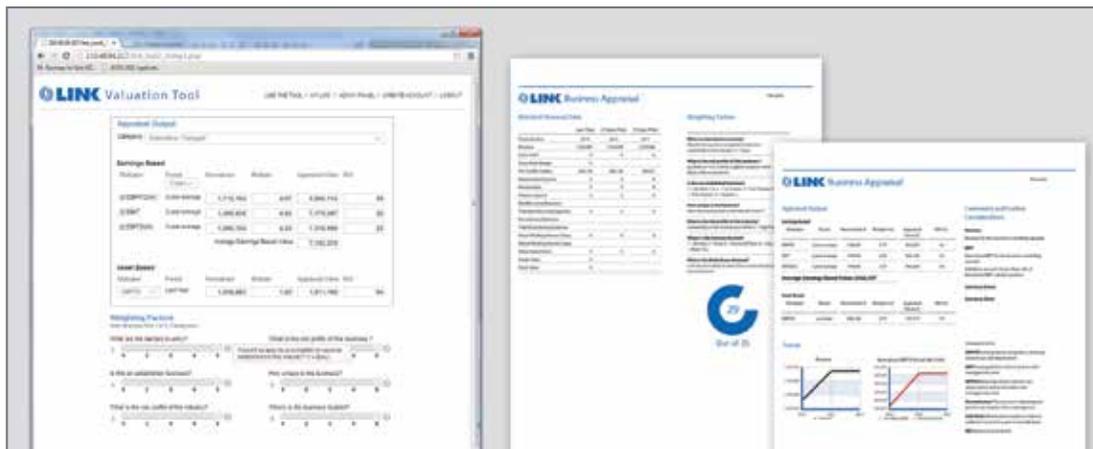
## Office 365

Office 365 includes three services that let you share ideas and documents, and collaborate with people inside and outside of LINK: Newsfeed, Sharepoint, One Drive and Sites.



## LINK's Online Valuation Tool

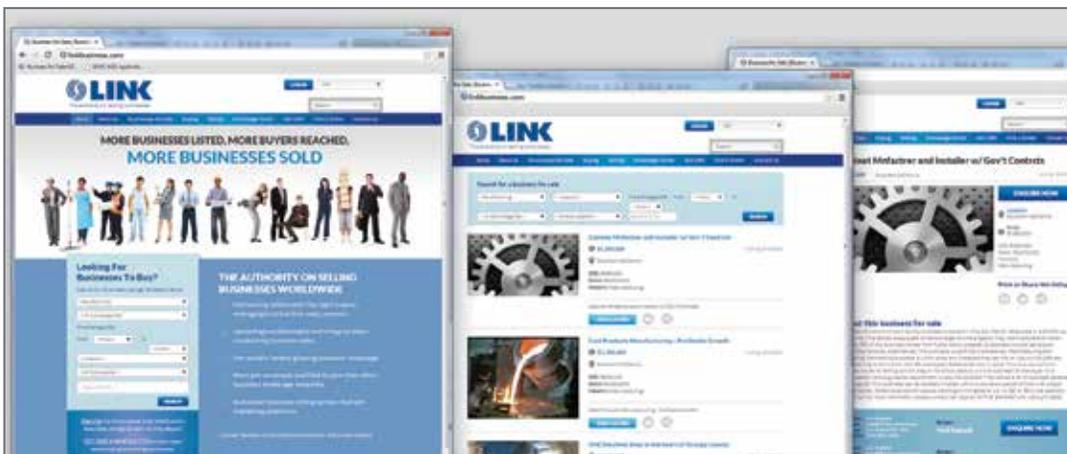
The LVT has been built to assist brokers in reaching an appraisal price for a business. It is suitable to be shared with a seller, but does require explanation from the broker. The data the tool draws on includes many thousands of business sales, sourced from LINK's own sales records and third party sales data. A professional report is generated for present to the seller resulting in a quality service they can trust.



## LION (Link Information and Operations Navigator)

This is the most powerful business brokering software in the world. Built and constantly developed by LINK with over \$1 million spent to date. Designed by brokers for brokers. Freely accessible by brokers in a secure environment. This database contains all the buyer and seller details and is supported by features including a highly effective search and match, plus contact management facilities.

- The ability to automatically email prospective Buyers with information on a new listing if it falls within their criteria
- Automatic Non Disclosure Agreement (NDA) capability within web advertising, which feeds Buyer data into the system
- Easily produce a Confidential Information Memorandum
- Cloud based, so the system is available anywhere at any time, as long as there is an internet connection



## [linkbusiness.com](http://linkbusiness.com)

LINK's websites are continually being researched and developed with new ideas, updates and upgrades. Anyone looking to buy a business in the United States, New Zealand, Australia or South Africa will quickly find the LINK site.

LINK's powerful website supports email alerts, online confidentiality, detailed search, auto uploading to business sale portals plus much more!

## LINK M&A (Mergers and Acquisitions)

LINK M&A is a division of LINK, dealing with businesses of all sizes and from all industries, specializing only in larger more significant businesses, typically in excess of \$1 million.

There are strict guidelines on becoming a LINK M&A broker, though nothing is impossible. Simply speak to someone at LINK on how you can tap into the market of businesses valued over \$1 million.



# LINK's Marketing Collateral

LINK has underpinned the development of its marketing strategy with extensive market research. This research and its analysis clearly points to the position which LINK has adopted of:

- Establishing awareness of brokering as a service.
- Establishing the LINK brand as the leader in terms of authority and the customer experience.

**Managing the Sale of Your Business**

Completed by industry experts in business sales, this guide provides a comprehensive overview of all steps involved in selling a business, from growing through to settlement and handover.

**3. The Information Memorandum**

A professionally prepared Information Memorandum will be a strong marketing tool in the sale of your business and will reduce the involvement of lawyers in the initial meetings with potential purchasers.

**Topics covered in an Information Memorandum may include:**

- Executive summary
- Background information
- Management organisation and structure
- Staff infrastructure
- History of financial statements and comments
- Financial performance and outlook
- Opportunities and potential
- EBIT analysis and business plan
- Detailed breakdown of tangible and intangible assets
- Market appraisal
- Product/Service positioning
- Physical location and flow details
- Marketing materials
- Reasons for sale
- Other information and appendices

**Buying a Business**

**Buying a Franchise**

**Franchise Recruitment and Retention**

**Strategic Exits**

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The authority on buying and selling businesses

**Roadmap for a Well-Planned Exit Strategy**  
Preparation is the Most Critical Component within Selling a Business

**Reach Your Potential**  
Join the Leading Growing Business Brokerage Network in the World

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**Business Opportunities - Make Your Own Choice, Your Way**

**Business Brokerage - Make Your Own Choice, Your Way**

LINK's monthly e-newsletter sent to 17,000 recipients

# Frequently Asked Questions



## **Q. What support does LINK provide?**

LINK Training Academy, LINK Training, LINK LION Training, LINK Appraisal Tool, powerful cloud based IT Solutions, one on one field training, team/peer support, office facilities, promotional materials, documents and ready access to management.

## **Q. Who will provide the support?**

Your local manager, the office administrator, the local team, and the LINK Franchisor Office from time to time.

## **Q. How does LINK differ from it's competitors?**

Specialized high quality service, materials, systems, people, processes and resources. Nobody else compares.

## **Q. What is the prime LINK advantage?**

The cumulative whole – the sum of all the parts.

## **Q. How much can a broker typically earn in the first year?**

First and foremost earnings are strictly a function of a brokers application from day one. Typically the larger the listing the larger the earnings. The number of listings may also influence earnings. Top brokers earn in excess of \$600,000.

## **Q. Will I make a good business broker?**

Firstly, all types of people make good brokers. At the heart of all successful brokers is their personal commitment, and a high level of self-drive.

## **Q. Are there any restrictions?**

YES, a broker must be licensed! Find out how to study for and obtain a license.

## **Q. What are the costs?**

The establishment and running costs are quite modest given the earnings opportunity. Initially there are study and license costs. Once underway there is continuing education and personal promotion and typically motor vehicle, phone and stamps.

## **Q. What are the downsides to being a business broker?**

As a business broker you do not have anything to sell later on – there is no accumulated equity. There is no set “pay day”. A broker needs to have savings (working capital) until a cash flow is established.

## **Q. How long will it take for me to complete my first sale?**

How good are you? Typically between 4 and 6 months, but highly driven brokers have achieved their first deal within 8 weeks.

## **Q. Do you have good systems?**

We have world-class systems that have been developed over the last 18 years. Our IT platform is completely cloud based and our full time IT team works constantly on improvements and ensuring we are at the cutting edge of technology.

## **Q. What is the culture of LINK?**

We value a high level of integrity and have a zero-tolerance policy towards unethical behavior. If you are honest, driven and ethical, you will fit in well. We encourage healthy competition and self-achievement.



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