

12

**BUSINESS
BROKER
SECRETS**

Free advice before you sell

BUSINESS BROKER SECRETS

GOLDEN RULES OF SELLING A BUSINESS IN NEW ZEALAND

RUDY KOKX

**VALUATION
CONFIDENTIALITY
THE BUYERS SHOE
ACCOUNTS
PREPARATION
PROMOTION
THE MARKET
VALIDITY
DEPOSITS
WHY BROKERS
AGREEMENTS
MANAGEMENT
*BONUS CHAPTER***



Re: Testimonial, Rudy Kokx

As a family owned business of 14 years, we were keen to explore the possibility of selling the business or at least establishing a price in the current market. Working in your own business often involves one being head-down and bottom-up, no different for our online business, so we knew that it was going to be a tall ask to fit in the process of selling while still growing the business and dealing with day-2-day issues.

Our initial thought was to approach LINK Business, amongst others, but soon we discovered that we were far from ready despite having read plenty online about the sales process.

We decided to go with Rudy because he came across as energetic & professional explaining in layman terms what we could expect. He stuck me as a person that would work hard for the best possible outcome. It's great to be able to sit back now and realise that we made the right decision in terms of a brokerage and business broker.

Rudy was upfront from day one, resetting our expectations around the process, the information required of any purchaser and the likely time frame involved. In short, I believe we were better prepared than most other companies for sale on the market at the time, as a result there were few unexpected questions during due-diligence.

He kept in touch during the months of preparing the information and detail needed for the Information Memorandum.

At the time we both agreed we were ready to move forward he already had buyers ready without disclosing the name of our business or (even) our location.

There were moments during the process of meeting prospective buyers when, without Rudy chairing the meeting and leading the conversations that I truly believe that we wouldn't have reached a mutual decision with the other side of the table.

Without the guidance, support and leadership demonstrated by Rudy and his team at LINK we wouldn't have realised our dream of selling the business.

On the other side (which is where i now sit) I can tell you the world of opportunity and dreams have really opened up for us. My wife and I are now both working for other companies, taking a break from the enormity of running our own businesses, yet the process of selling hasn't put us off considering being entrepreneurs in the future. This is in stark contrast to some of the horror stories I have head with selling businesses.

If you are considering selling your business in today's environment, don't go past the opportunity of speaking with Rudy or the team at LINK Northland.

Ryder Senior
Digital Memories Limited

Contents

Page	Topic
3.....	Introduction
4.....	Valuation
5.....	Confidentiality
6.....	The Buyers Shoe
7.....	Accounts
8.....	Preparation
9.....	Promotion
10.....	The Market
11.....	Validity
12.....	Deposits
13.....	Why using a Business Broker?
14.....	Agreements
15.....	Management
16.....	<i>Bonus Chapter</i>

Introduction

This little booklet is meant to give you 'to-the-point' information about selling your business. It gives you 12 bullet points to consider before you sell. I will explain the content in layman terms so it is easy to understand.

"Is NOW a good time to sell?" is a question I hear almost every day and the answer is always much the same; *"for some it is and for some it isn't!"* It depends on your performance, the industry you are in and other external factors that we could discuss later on in the process.

Though it sounds like a political answer this statement is very true. Over the last 5 years or so, certainly since the credit crunch, business owners seem to be waiting for this economy to pick up before they would be prepared to sell. And although this makes sense for some business owners in certain industries, people always forget that also in a flourishing economy businesses go under.

In our view a SME business' best time to sell is when the turnover trends slightly upwards or has proven to have steady 'bones' after surviving the challenging times. Don't forget that in the next couple of years an increased amount of Baby Boomer business owners will be looking at selling to free up their retirement funds and an impatient Generation Y waiting at the doorstep to take their turn in the business world. Although there is no proof to back this up it could see a significant number of increased business sales that make it harder for your good business to stand out. In one of my blogs on the Business Sales HUB website I explain more about the Generation Y and Baby Boomers, and why some business owners should take action now, rather than later.

Give me a call today to get a market update and a no-obligation discussion about your industry and your business. Now is a good time to explore the options and provide you with a FREE and no-obligation appraisal value of your business to get 'the ball rolling'. I'll explain the sales process in much more detail so you can make an informed decision before you commit. Our conversation will be completely confidential and there is no obligation to proceed.

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linkbusiness.co.nz

**Rudy Kokx is a licensed Real Estate sales person with Link Business Broking Ltd (Licensed REAA2008)
All views, resources & opinions in this eBook, as well as on the Business Sales HUB website are that of Rudy Kokx only and are not necessarily the views, resources & opinion of Link Business.*

1. Valuation

The number one rule of selling a business is to put a reasonable valuation on your business that reflects both the level of income it provides to a current owner as well as the current market conditions. As a business owner it is easy to over-value your business. While this makes sense (because you have put in *all* you had for the last few years), it is often the number one reason for a disappointing result when it comes to the sale of your business.

I will provide you with an honest appraisal value for your business that reflects historical performance as well as the current market trends and economic circumstances. This appraisal value will give you an idea of what we, as business brokers think your business would be sold for on an open market based on the latest business accounts and our market expertise.

In some cases, mostly with very small businesses the buyer will make an assessment of the benefits of buying your business versus what it would cost to start a similar business themselves. In that case Intellectual Property, exclusive supplier contracts and reputation become a higher weighing factor to come to an accurate appraisal value.

Selling a business is not just a case of just finding 'that one buyer'. We often forget that behind every buyer is often a wife or husband with a raft of advisers (like a trusted accountant and a lawyer) who all have to give their opinion and approval of the purchase. In most cases the biggest question is how long a new owner would have to work before they will start making a profit. Every industry has different standards depending on weighing factors like barrier to entry, skill levels required, profitability and the uniqueness of your business.

An asking price too high will almost certainly mean you will get few enquiries and no offers. If there are no enquiries at all it doesn't give you the chance to even explain the good aspects about your business! Therefore the process will be dragged out too long and you'd eventually have to reduce the price anyway. In a worst-case scenario you might even have to close the doors and walk away from the business without a sale altogether. You would have been better off starting at a realistic price and have sold the business...

If you want Premium, expect to be on the market for 6 to 12 month (longer if you are unrealistic).

On average it would take 3 – 6 months to sell a business, depending on the 3 P's; *Price, Presentation and Promotion*.

2. Confidentiality

When selling a business it is imperative that your business continues trading as usual. A sudden decline in business would be very concerning for a potential buyer and might cost the sale of your business or it could be a reason to offer a reduced price.

In most cases we suggest NOT to advertise the name of your business, this is to retain the value of your business. The value of your business is not only in your profits and accounts. A big part of the Intangible Value is in your staff, your supplier contracts, your Intellectual Property and trade secrets. The goodwill, or future maintainable income, is also a part of the intangible value.

Having a business for sale for all to see might influence these values and could attract attention from people who have no intention in buying your business, but do want to know how you operate your business and what trade secrets you have. Qualifying buyers and protecting your business from that group of people is our job as Business Brokers.

Your main suppliers, customers and staff could all be affected by a breach of confidentiality; if staff feel their job isn't secure they could decide to look for another employer (possibly with a local competitor), customers could lose loyalty and your exclusive suppliers might look to approach your competition to see if they could facilitate the contract. Using a business broker could make this process much smoother, and less stressful so you can keep driving that business forward as you normally would have done. Because the business now has been trading as usual without the distraction of the business sale, we can make the handover much more efficient and effective before any third party even has time to consider other options.

At LINK Northland we understand that confidentiality is key. We understand that there are many more businesses for sale than that there are on the market. In most cases we already have buyers waiting for businesses like yours. You can talk to Rudy about your options to sell without any marketing done.

Re: Testimonial, Rudy Kokx

I just wanted to say a big thanks to Rudy Kokx. Our hotel was on the market with another business broking company for 18 months without result. Rudy took on the challenge. Even though it took another 9 months, his persistence, drive and hard work paid off. At the time I was overseas which didn't make it easier and I am pleased with the result we got in the end.

I can recommend Rudy for his hard work, good communication and getting result, particularly with the circumstances we were in at the time.

Allan Johnstone
Mokena Hotel

3. The Buyers Shoe

Much can be said about all the topics in this booklet and about the sales process in general. I guess the best piece of advice I can give you is that you should ALWAYS see the sale of your business from the buyer's point of view. They will give you the feedback and the reasons why the business is either good for them or they will tell you what the reason is for not buying it. Ignoring this feedback can be costly and it could waste a lot of time but with exactly the same outcome.

Different people buy for different reasons; an investor will treat the profits of a business differently to a person that will run an owner-operator business. Most likely the offer will be lower from the investor as he will often purely be looking at the profitability of a business and the ROI (Return on Investment), where an owner operator is effectively buying a job and a lifestyle. They would only want to look at how long it would take him to service the debt and how much income he would generate year on year.

As pointed out in the first chapter, often a buyer will weigh up the benefits of buying your business versus what it would cost to start up their own business. Both options have advantages but in most cases the set up costs are a lot higher than first estimated. In fact, I haven't seen a business plan yet where the projected turnover was realistic (they are without exception over-estimated) and realistic costs were taken into account (they are mostly under-estimated).

Referring to the 3 P's in chapter 1, the Presentation is an obvious important point. It doesn't matter what kind of business you have, businesses have administration. The administration process, the way you are organised and portray the operation of your business could be reason for scrutinising a simple business. You really do only have one chance to make a first impression and while most buyers can look past the dust in your store, the administration procedures and systems of how your business is run are hard to hide if they are not operated as intended.

Remember that buyers don't look for reasons to buy your business. In this particular stage they are already interested and now it is time for them to look for reasons of *why not* to buy your business. If they can't find that reason they will go ahead and put in an offer. Therefore your job is very simple; do not give them a reason not to buy your business. Take care of your systems and processes, look the part, be knowledgeable about your industry and be open about the parts of the business you could improve on; these improvements are the opportunity but, when we try to hide them they could become flaws in the business. Being open about them, by pointing them out, could provide them with an opportunity to see through the dust and the (untidy) systems so they can make an assessment of the full potential of a business.

4. Accounts

I once held a short survey. In that survey the participants were asked what aspect of the business sale was of huge importance to them, and what aspects of the business sale weren't important to them at all. Surprisingly enough we found that the valuation of a business was actually not as important as we thought (although in real life it does reduce enquiries resulting in a less desirable outcome) but what was, without fail the number one importance was that the business they would buy must have good accounts available in order to make an assessment of the sale price and its credibility of the business as a whole.

This doesn't only confirm what we already knew, but it re-iterated that if a business is profitable it is saleable, providing the price is right and has a proven track record.

Some industries have huge amounts of cash flowing through their business. Cash is still King and we are in the business of making money; so the more the merrier! But when it comes to an appraisal value for your business we can only take into account the transaction turnover that has been recorded and declared on the accounts; you can't claim it twice!

Before selling a business I would always advise a vendor to ask their accountant to supply them with a 'normalised' set of accounts as well as the actual set of accounts. Having a normalised account signed off by an accountant always carries more weight than when it is prepared by a vendor or Business Broker. It enables the buyer's advisers to paint a picture of how you as a vendor would justify the valuation you put on your business.

**TIP; Not having a pro-active accountant can slow down the sales process and ultimately cost you a sale if requested information is supplied with consistent delays.*

Re: Testimonial, Rudy Kokx

Using a business broker is instrumental in achieving the best sale price for any business. Rudy provided fantastic customer service for my clients when they were in the process of selling their business and was always available to take their phone calls at the odd hours of the day and night. Rudy and the team at LINK provided the results that my clients were looking for."

Kirit Lal, accountant

Director of Walker Wayland, Auckland

5. Preparation

One of the most common reasons why a Sale & Purchase Agreement is cancelled after the Due Diligence is because of a lack of preparation before going to market.

Again, stepping in the buyer's shoes you would expect that if you made an enquiry about a business for sale you would get a reasonable answer or explanation within a reasonable timeframe. So are the expectations of the actual buyers.

Not having all the information readily available can slow the process down and we can't control how each buyer is spending their time waiting. They could make enquiries about multiple businesses for sale. If another business (or business broker) has answers faster than the other they might lose interest in buying your business. Using appropriate accounting software (like Xero or MYOB) will provide you with up to date reporting. Good reporting is of vital importance and every business for sale should have access to up to date reports during the sales process.

Much of the information will only have to be provided in the Due Diligence, after the Sale & Purchase Agreement is signed and you have agreed to a price. Having all that information before the agreement is signed makes the whole process a lot smoother and quicker. Don't forget that in business sales no valid reason has to be given to cancel the Sale & Purchase Agreement and that the buyer in this stage is still looking for reasons *why not* to buy your business rather than for a reason why they should! Having all the answers makes sense and is the only option.

Being organised and having all the information at hand is an important part of preparing your business for sale. Here is a list of information you should be able to provide before you enter the open market;

- GST returns
- Copy of the lease
- Updated accounts and Depreciation Schedule
- Overview of Business Operation
- Staff and Employment details
- Salaries and Wages
- Owners Drawings
- Future council plans (where applicable)
- Copy of License/ Franchise agreements
- competitor analysis
- SWOT analysis
- Supplier agreements
- Customer contracts
- ... the more information the better.

6. Promotion

Selling a Business is all about finding that one buyer. We only need one buyer, however, in order to find that one buyer we need to give ourselves the best chance to find him or her. Where do we find buyers? Obviously we'd find them through advertising. The more we advertise the more chances we have of reaching that one person.

But what if we had more interested parties? With every interested party you are increasing the chances of selling your business 100%! Like so many other economic factors it is supply & demand that drives business sales. If there is no demand for your particular business the price will be lower and when everybody wants what you have but the supply is short you could sell for a higher price, to a certain limit. Essentially it is a bit like fishing, the more hooks you throw out, the more fish you will catch but it would still need to make financial sense to meet the market.

In an ideal world, with ideal circumstances and in a world full of people with enough cash to buy a business it would be easy to sell your business within a matter of weeks. This seldom happens, but if it does, it's magic! The most common mistake a vendor would make is to hold off the sale to find a better price. This can be very costly. In most cases we'd advise to negotiate the price and the terms and conditions before dismissing the opportunity. You never know if and when the next buyer would offer the same price, terms and conditions.

In most cases the reality is that for the average business it usually takes between 3 to 6 months before it is sold. That is from the time we start advertising your business for sale to the time we have a signed Sales & Purchase Agreement. With some advertised businesses we get a high response from advertising but the barrier to entry is high (to start a business rather than buy an existing one) it could mean that a higher number of enquirers, potential buyers, would fall off in the qualifying process. With some businesses the demand is so high that the business broker could get over 50 enquiries in a day. These people all have to be spoken to and qualified. This is a very time consuming task that needs to be done systematically and diligently.

One of the core reasons why business owners, buyers and sellers alike, involve a Business Broker is because of their extensive database with contacts of potential buyers and, obviously for buyers they have businesses for sale.

7. The Market

All business owners will have a price expectation in mind before they sell. Understanding the current market conditions and (your) industry benchmark is the key to being realistic about your own expectations and those expectations of potential buyers.

It is important to get the right advice from your advisers. There is nothing wrong with asking for a second opinion just to be sure the advice given is appropriate for your business.

If your industry is in decline it will have an effect on the sale price of your business. Other industries might be flourishing but are typically overvalued because they are often unproven and carry a higher risk factor. Websites are often overvalued by their owners but should be seen in their respective industry as if it were bricks and mortar. Also in these businesses it is about the profitability and how the business is structured.

A Business Broker has access to historical data of most industries. If we don't have any data of a particular industry we often will have a colleague that previously has dealt with a similar business. When a Vendor is unrealistic about their price expectation (or isn't satisfied with the offer on the table), we can refer back to the historical data and analyse the height of the offer or the consequences of having an expectation that is too high.

Before you go to market you should do some research yourself. Ensure that the Business Broker you want to involve has the experience in that industry or has access to that particular sales data and can adequately explain how he came to the appraisal value, and what factors he has taken into account to come to this conclusion.

An inflated appraisal value doesn't mean the outcome will be different, it will just mean a longer process and more disappointment along the way. Therefore it is important to choose a broker that gives you an honest appraisal, not one that gives you the highest appraisal. If you do your own research first you can identify if you have the right business broker in front of you.

**Tip; join a peer networking group and connect with industry insiders. Local business networks and industry associations are a good way to keep up to date with the latest business developments.*

8. Validity

The first question asked by buyers is usually; “why are they selling?” At face value this might not matter but it matters more than most Vendors realise. Again we have to put ourselves in the buyers’ shoes...

Looking from the outside, how does your business look? Does it look rundown and could that be the reason you want to sell? That reason could give a purchaser the confidence to proceed with the sale or it could leave the impression that you try to sell because there is something wrong with the business.

Whether we want it or not, people will make a judgement when they meet you and your business the first time. We have to make an effort to, at least, make the business *look* successful as well as desirable to that potential buyer.

This will come back to the topic of Validity as people will always want to know the real reason of selling. As a reason for selling you can tell potential buyers that you want to take on a new challenge but if later in the process the buyer finds out that the turnover is sliding and you couldn't pay the rent it is hardly going to convince him to purchase your business.

Don't get me wrong, I'm not saying we should all drive a Mercedes-Benz or live a lavish lifestyle and pretend all is good...! I am saying that a buyer will look at your current success to make a judgement if *that* is the life *they* want. As long as the reason is genuine there shouldn't be any scrutiny. And there are enough genuine reasons. The following reasons are amongst some of the common ones;

- Sickness
- Unhappy partner
- Family circumstances have changed
- No longer enjoying the work
- Started in a garage and rolled into success without enjoying it because it became a job
- Kids are grown up and now wish to move on
- Follow another dream
- Started this business as a hobby and it became a distraction
- Retirement
- Aging relatives
- Staff and employment issues
- Another opportunity
- Family business with no successors

I have heard it all and all of them were valid reasons for the people in those circumstances.

9. Deposits

This is a very simple, very clear rule; before you start the Due Diligence as a buyer you will *have* to pay a deposit! Business rules state that, even with a contract in place you don't actually have to give the Vendor a valid reason to cancel the Sale & Purchase Agreement during the Due Diligence process.

Unlike the sale of a residential home, that is conditional on LIM report etc, a buyer can just walk away from a purchase. If no deposit is received it could mean that there was actually never any intention to buy the business and they had a different purpose to obtain information about your business.

Paying a deposit shows a form of commitment and, in most cases, a genuine intent to purchase your business. After a deposit is received we have to trust their intent of buying your business and then proceed with the Due Diligence - and other relevant clauses.

A typical deposit paid is 10% of the full purchase price including the stock value.

Re: Testimonial, Rudy Kokx

Rudy was focussed on optimising the relationship between parties; meeting both the vendor and our time frame; protecting both the vendor and our confidentiality; and acting with professionalism and in the best interests of both parties.

We are happy with Rudy's approach in relation to understanding and investigating the business sufficiently. He also accurately reflects the business in its essence, thereby avoiding misunderstandings. His presentation of financial accounts truly reflected the performance of the business for sale. He helped both the Vendor and us to understand the selling process and we believe he negotiated to achieve a "win-win" result. Rudy, at all times, communicating, persevering and coped with our demands.

David & Kirwin
Cartridge World Papakura

10. Why using a Business Broker?

Besides the fact that Business Brokers are qualified and trained to sell businesses, when using a Business Broker you are also protected under the Real Estate Act as well as the New Zealand Fair Trading Act. It is a protection that can only be given by Business Brokers and Real Estate Agents qualified by the Real Estate Institute. Lawyers are the only other professionals that are exempt and they are allowed to do real estate work (like facilitating a business sale & purchase) in New Zealand without this qualification. Besides that, in our particular company it is policy to only appoint Business Brokers as Independent Contractors when they have previously owned at least one business, or have worked in a corporate environment with a high understanding of commercial business, or corporate law.

After reading all previous chapters you probably have a better understanding of why you should use a Business Broker and shouldn't sell a business privately. Because we are not emotionally involved we can give you an objective view of your business. It enables us to assess your business from the buyer's point of view, something that you'd have to understand by now.

As you can now see, it might be a good idea to have a discussion about your business and elaborate on some of these chapters so we can tailor-make an approach that suits you and your business as well as your future plans. Every business is different and I can make a personalised plan of action to save you time and effort, maximising the sale price of your business in the process.

Ultimately you will engage a Business Broker because you can see the value we can add to achieve the best outcome possible. Selling a business is not an event but it's a process that we master because we are involved in that process every day.

11. Agreements

For a number of reasons most Business Brokers will only engage with a Vendor under the terms of a Sole Agency Agreement; it protects the Vendor as well as the Business Broker. I would go as far as to say that, were it explained properly to the Vendor they would only *want* to work with an agent having a Sole Agency Agreement.

A Sole Agency Agreement means that, for a certain period of time the Business Broker is ensured a success fee when a business is successfully sold, no matter who finds the buyer. This gives the Business Broker the opportunity to work as hard as they can to get the best result possible. By having a Sole Agency Agreement in place you would get more commitment and better service from any Business Broker because they are now driving the sale while they are in full control of the process.

Only under the terms of a Sole Agency agreement a Business Broker can take full responsibility and accountability for the sales process and the Confidentiality. It is the only way a broker can ensure the best outcome. Only one Business Broker should have full control of any one business for sale, unless a business is advertised with name and branding, like a franchise business. Even then I would always recommend putting one person at the helm to ensure you, as a Vendor, keep more control over your own future and destiny.

As Business Brokers we are paid on results only and if there is no sale there is no fee and no income. This means that we do whatever possible to have the best outcome for you. If I think that I can't sell your business I wouldn't waste your valuable time, nor could I afford to spare mine. The only way to minimise the risk is to work under circumstances that I can control. In controlling the process I can ensure the best outcome for the vendor.

Personally I can guarantee that I will give you the best advice possible in our initial meeting. We will have a discussion about your business, provide you with an appraisal value for your business and I will give you my honest opinion on how to proceed. We will have to like each other as we will be spending plenty of time communicating for at least the next couple of months. We are now partners for the term of the agreement. As in life, partners will fight for each other and will always be honest with each other. If I were the person you would buy a business from, I would be the right person to sell your business.

12. Management

Looking back on all the information, talking about valuation & price, about understanding the market and me as a Business Broker understanding your needs there is one small piece of advice that might sum it all up when it comes to business sales;

MANAGEMENT TRUMPS IDEA

It's a small piece of advice that was shared by a speaker at a seminar I attended. It can be applied to almost every business and every business appraisal value; you might have an amazing idea and a profitable business with a lot more potential but the success of a company will always be dependent on the implementation of strategies by the current management in place.

It is still the implementation of the current management that has to unleash the potential of a business. Just coming up with a concept and expecting to get paid for the potential is not good enough to justify an increased appraisal value. Your business will be judged for your current historical data. It will be judged on its systems, its management and the level of maintainable income. When these are in line and your expectation is reasonable, you will be very happy with the outcome of the sale of your business.

Before you sell, don't forget to plan what you wanting to do after your business is sold!

Re: Testimonial, Rudy Kokx

Thanks Rudy! While I was ready to make an unconditional offer you slowed me down, explaining the reason why we shouldn't rush the process.

Going forward, this advice was beneficial for the long term. You have been very helpful resolving some of the issues that arose after the sale and followed up in a timely manner, ensuring I was happy.

I would be comfortable to recommend your services to others!

David Pinker
Watertech Plus, Wellsford

Bonus Chapter

Most Business owners have no Exit Strategy... and no Crystal Ball

By Rudy Kokx, experienced Business Broker at LINK Northland

Most business owners know the exact value of their family home, yet they have no idea how much their business is worth (while this is the one asset that pays the mortgage every week).

Most New Zealand business owners have no Exit Strategy and don't even know it is actually possible to sell a business to free up capital to make (early) retirement a real possibility!

In the next few years you'll see a lot of baby boomers wanting to sell their business but not many would be prepared for the process.

Here are 3 good reasons why you should consider an Exit Strategy today;

1. **We don't have a Crystal Ball.** Most of us think we will never die, probably because it hasn't happened to us... yet. Like having a Life Insurance policy, it would be good for your family to fall back on the sale of your business to use as a safety net. "Things" happen in life while we are making plans for the future.
2. **You'll be ready to sell when the time is right, often faster.** Recently I sold an Online Business. The Owner started talking to me two years prior to go to market. At the time the business wasn't ready to sell but, that enabled us to put simple KPI's in place. As a result, 18 months later we had a purchaser after being on the market for only 4 weeks.
3. **The process could increase the value of your business.** A young man came to see me recently. He wanted to franchise his business so we started talking about his goals and strategies. We spend two hours (at no cost), identifying his thought process. It turns out that franchising would have been the worst possible way to grow his business. Had he not talked to us he would have franchised and would have built himself an unsustainable business that needed his time and commitment for very little returns, stuck with the obligations to his franchisees.

To cut a long story short, you need a road map to get to your destination. If you were to travel to Ayers Rock in Australia, you might need to know that you first have to get on a plane before you start driving the car from Sydney Airport. But you'd be surprised how far away from your destination you'd end up by driving only 1 degree off your target... and it's a long way back to where you want to be, from Darwin!

Are you concerned about your Exit Strategy Plan? Have a confidential discussion about your options today. I can provide you with a free market appraisal to see what your business is worth in this economic climate.

Call Rudy today on 0800 377 6237 or visit www.BusinessSalesHUB.co.nz for more information about Exit Strategies and Business Sales.

The Business Sales HUB - website

www.BusinessSalesHUB.co.nz

You probably have a good idea of where you want to be in 1 to 3 years from now. If selling is a real opportunity for you as an Exit Strategy it is important to start talking to a Business Broker early on in the process. Getting advice early on in the process can give you a lot more confidence when the time to sell comes.

Business Sales HUB is a website that provides free advice to prepare you for the process. Browsing the site you can find;

- *Expert Advice* from a lawyer, an accountant and (of course) myself being the Business Broker
- Blogs with relevant topics
- A copy of a standard *Authority to Act* to get an understanding of our terms & fee structure
- A copy of *Sale & Purchase Agreement* to prepare you for the day of signing
- *Checklists* for Due Diligence, Information Memorandum, Add-Back Calculator form etc.
- *Business Broker Magazines* with great articles from a range of LINK brokers
- LINK collateral & Brochures including the '*Managing the Sale of Your Business*'- guide
- A softcopy of this e-book to pass on to your network and contacts

Besides all the information available on the website, I am always open to have an obligation-free discussion to discuss your focus and your needs. There is no cost involved to prepare an appraisal and even if you are not thinking of selling in this stage, I am happy to address your (industry specific) concerns.

Our value proposition with LINK Northland is as follows:

1. We provide an accurate appraisal value through our in-house appraisal tool, at no cost
2. Get exposure to more buyers through the largest database of any brokerage in New Zealand
3. We provide better quality buyers through our qualifying process.
4. Increase Confidentiality because we can provide actual buyers with minimal marketing
5. Eliminate risk with no upfront fees, apart from a marketing budget
6. We provide ongoing support and guidance at no cost before, during and after the sales process
7. Get better results through the teamwork at LINK Northland; multiple brokers will be committed to you!

If you have ever thought about selling, now is the time to start the journey by allowing me to buy you a cup of coffee and having a discussion about your goals and exit strategy.

For a confidential discussion, call Rudy on 0800 377 2637



Re: Testimonial, Rudy Kokx

I decided to sell my business in 2014. I met Rudy from LINK and he was friendly and energetic. After an initial meeting we worked out an acceptable price for the business and he got to work.

Soon enough we had meetings with potential buyers, and we soon had offers on the table. I had never sold a business before, so Rudy looked after everything and took the stress out of it for me. He was constantly available for advice and help.

I appreciated his approach. There was no hard sell, and I never felt pressured to go at a faster pace than I was comfortable with. His assistance in the conditional offer process and negotiating terms to get to the unconditional point was invaluable and I would recommend his services to anyone.

Regards,

Ian Smith
Moda Smart Kitchens

FMCG REPRESENTATION, DISTRIBUTION & MERCHANDISING

Industry:
Import/Export/Wholesale,
Transport/Distribution

This major...
long standing...
New Zealand...
as well as other...
and merchandise activities.

Asking: \$740,000
Rudy Kokx 09 555 6042 / 021 421 346
linkbusiness.co.nz/18010



SOLD

PRIME ON-LINE BUSINESS

Industry:
On-line, Service, Retail General

This special...
related indu...
place to en...
business is an...
of business ge...

Asking: \$450,000
Rudy Kokx 09 555 6042 / 021 421 346
linkbusiness.co.nz/18054



SOLD

SIGN WRITER

Industry:
Services, Advertising, Marketing

Demon Graph...
(and jobs don...
(arguably) the...
the job. They...
latest in digital...

Asking: \$282,000
Rudy Kokx 09 555 6042 / 021 421 346
linkbusiness.co.nz/16952



SOLD

LOCAL ICON - WAIKATO HOTEL (FREEHOLD)

Industry:
Business with Real Estate, Hotel

This local ic...
finish of the...
originally bui...
early 1900's. Th...
Real Estate only and include all chattels.

Asking: \$750,000
Rudy Kokx 09 555 6042 / 021 421 346
linkbusiness.co.nz/15539



SOLD

AUCKLAND PLUMBING BUSINESS

Industry:
Service

This is a w...
company...
strategies in p...
the company o...
semi commerc...

Asking: \$450,000
Rudy Kokx 09 555 6042 / 021 421 346
linkbusiness.co.nz/16182



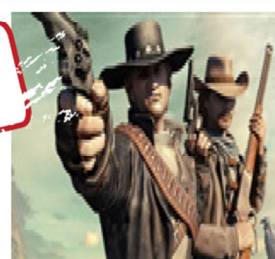
SOLD

HAMILTON PUB - LOCAL LEGEND!

Industry:
Hospitality

This is a gre...
Hamilton's P...
operation in...
\$170,000 per...
that a job!

Asking: \$389,000
Rudy Kokx 09 555 6042 / 021 421 346
linkbusiness.co.nz/16950



SOLD

CBD CORNER PUB - HAMILTON

Industry:
Hospitality

Popular Local...
over \$200,00...
work is done...
in 2007 and...
pub and night...
amiment venue.

Asking: \$470,000
Rudy Kokx 09 555 6042 / 021 421 346
linkbusiness.co.nz/16949



SOLD

PUMPS, FILTRATION & POOL CHEMICALS

Industry:
Service and Retail General

50km north from the Ham...
business has...
current ow...

With the ma...
the rest of th...
made up by add-ons.

Asking: \$265,000 including stock
Rudy Kokx 09 555 6042 / 021 421 346
linkbusiness.co.nz/17812



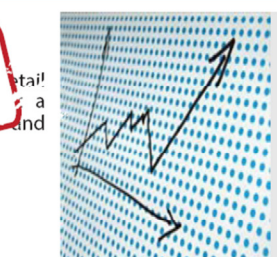
SOLD

KITCHEN MANUFACTURER - \$300K+ CASH SURPLUS

Industry:
Manufacturing, Retail General

Currently thi...
business bas...
hands-on ov...
marketing ski...

Asking: \$750,000 plus stock
Rudy Kokx 09 555 6042 / 021 421 346
linkbusiness.co.nz/18164



SOLD

SERVICE STATION - COROMANDEL

Industry:
Services, Franchise

Top brand...
tourist hotsp...
1.8 Million...
\$14,000 per w...

Asking: \$529,000
Rudy Kokx 09 555 6042 / 021 421 346
linkbusiness.co.nz/16164



SOLD