

“The development of the LINK Business Broking system arose from the need for a new style and culture of Business Brokerage” Ray C. Kingston, Executive Chairman, LINK

LINK founder and Executive Chairman, Ray Kingston first experienced and recognized a deficiency in terms of the competence and professionalism in the business broking market place when selling a business he owned. As he put it, “Even though a business broker was appointed I had to do most of the work myself. I was passionate about my business, and had prepared it well for sale”. He decided to address this deficiency and seize the opportunity to develop an organisation that would lead and develop the business broking market. Hence Link Business Broking Ltd. (**LINK**), founded on Ray’s vision of establishing the new industry paradigm in terms of service and professionalism, was formed in 1996. Since then **LINK** has helped many hundreds of owners of small to medium sized businesses (SME’s) maximize their value and exit smoothly.

Success and growth of **LINK** is largely attributed to two key factors:

1. Its practice of adopting a specialist approach. This occurs via dedicated specialist brokers through divisions:
 - a. **LINK Business Sales** – providing a high quality of service to business buyers and sellers of businesses priced up to \$800,000. Brokers working within this division further specialize in terms of industry sectors for e.g. Hospitality, Tourism, Wholesale-distribution, Retail, Manufacturing, Child Care, Rest Homes and Transportation.
 - b. **LINK Tourism & Leisure** – a dedicated team specialising in the sale of hotels, motels and other related businesses.
 - c. **LINK Corporate Sales (M&A)** - A team of skilled merger and acquisition specialists providing a high quality, strictly confidential service to buyers and sellers of businesses priced from \$800,000 to \$50 million.
 - d. **LINK Franchise (Re-sales and recruitment)** - A team of professional franchise business brokers providing a specialist service by focusing exclusively on the sale of franchise businesses and the recruitment of franchisees.
 - e. **LINK Valuation & Exit Strategies** – offering strategies to optimise exit value and a business valuation and appraisal service, which is easily read and understood by non-accountants and based on statistical evidence and market data derived from the real market place.
2. **LINK’s** unique success system, founded on work place training and competency based standards, which translate into proven training and operations procedures which have been documented in easy to follow sales and administration manuals incorporating appropriate policies, protocols and practices.

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 broking as a professional and specialist service
- Establishing the Link brand as the leader in terms of **Authority** and the **Customer Experience**

Today, **LINK** is led by Ray Kingston, and fellow shareholder and Chief Operating Officer Aaron Toresen.

In 2005, **LINK** opened its first franchised office in Australia, which has embraced the **LINK** model where quality is paramount, and it follows the **LINK** philosophy of a non-negotiable stance with regards to professionalism, ethics and standards.