

A Benchmark Client's Story



“The others didn't do half of what Benchmark did”

Benchmark helped this convenience store owner to sell when she wanted to

Charmaine D'Silva of In2Convenience needed to sell her convenience store when her husband received a job transfer.

“We found out in October, and I immediately contacted a range of brokers to help me make a sale,” says Charmaine.

Getting bread and milk

“We really wanted to get out fairly quickly, so I actually had the business listed with three different brokers.

“But the others didn't do half of what Benchmark did.

“Benchmark's Phil Thompson came out to talk to me about the business.

“He really understood the value of the business, and he appreciated that I wanted to sell fast.

“He organised all of the advertising for me, and took care of everything.”

Matching the buyer

“He would always call before he brought a potential buyer in so that I had time to prepare the store.

“He definitely brought more people through the business than the other brokers who I had listed with,” says Charmaine.

But did she feel like these were just a parade of “maybe” buyers? Absolutely not.

“I really felt like he was bringing in the right buyers.

“For example, while we sold standard convenience things like bread and milk, we also stocked a range of speciality Indian and Asian spices.

“The buyers that Phil brought in were specifically interested in this side of the business.”

Turned down two offers

“I actually had two quick offers for the business—but I turned them both down.

“I felt confident about doing this because Phil was bringing such good quality potential buyers through.

“The third offer was higher than the first two, but a bit lower than I wanted.

“Phil actually pushed the potential buyer higher in their offer because he knew the value of the business. And that was the offer I accepted.

“I really felt he worked for me.”

Can Benchmark help if you need to sell quickly? Absolutely...

Of course we encourage you to plan ahead for the sale of your business with an Exit Strategy that lets you sell on your own terms.

But if you are in a situation where you need to sell FAST, we'll use all of our expertise in the sales industry to help you.

With the right marketing

You'll have access to powerful marketing strategies that will directly advertise to the RIGHT people.

For example, the first step in advertising your business would be to send out an email notification to our buyers' database.

But be assured, we don't just blanket-send your listing.

Instead, we specifically target buyers who have either expressed an interest in buying

in your industry, or have invested in a business like yours in the past.

By finding the right buyer

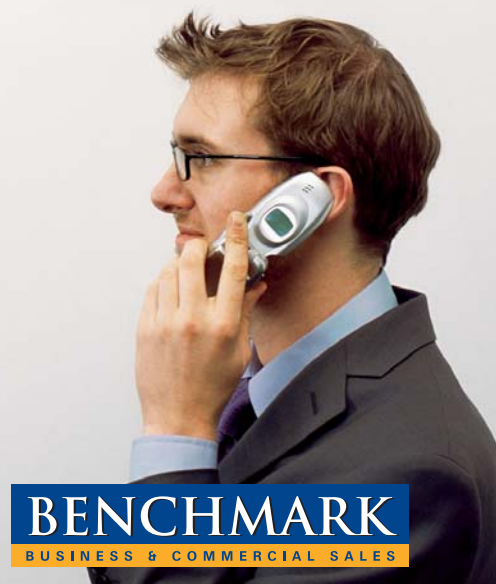
Once we have received interest, we carefully profile potential buyers to make sure that they are serious about buying YOUR business.

A thorough process. A better sale

As you can see, our sales process is not immediate—it's carefully considered and deliberate.

In the end, it means that only the most serious of buyers will be looking at your business—and this will benefit the ease of your sale.

Whether you want to plan for a future sale, or whether you need to sell quickly, we are ready to help NOW.



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BUSINESS & COMMERCIAL SALES