

A Benchmark Client's Story



“They just went out and did it.”

This client saw the Benchmark difference in his simple and efficient sale.

In an industry where there aren't many ready buyers, **Joe Pittni** knew he would need some help selling his BP petrol station.

Having already heard about Benchmark's excellent reputation and specialist knowledge in service station sales, he called them when he was ready to sell.

“At the pump” service

Phil Thomson, an expert in the sale of service stations, went out to see Joe—who was immediately impressed with Phil's solid knowledge of the industry.

Joe says “He knew what information he had to ask for, things like accounts and staff records.”

All about setting the right price.

“The business was good, and there wasn't really anything I wanted to do to improve it for sale, so my main concern was setting the right price.

“I discussed the price that I wanted with Phil. After a couple of days of him researching and doing the maths, he came back with a price that was within the parameters I had set him.

“Once I'd armed him with all the information and we had agreed on a price, he just went out and did it.”

“The process was easy for me. “

“The price Phil set for me was definitely right.

“None of the potential buyers haggled and the whole thing was finished within a couple of months.”

Setting the right price is critical. Ask a **Benchmark** broker for help.

While you're still running a business, you are **BUSY**.

You don't have time to do the research into what other businesses in your industry and area are being sold for, what state the market is in, or what buyers are ready to pay.

Let your broker carry the load!

Benchmark brokers have an up-to-the-minute knowledge of the changes in the market—and the things that could affect your sales price.

Plus, their extensive experience in

sales means that they have done (and keep doing) the research into what buyers are looking for in terms of price.

More in your pocket

Because your business broker is working for **YOU**, they want to ensure that you finish the sale with the maximum profit.

At Benchmark, it's not about setting a “cheaper” price to help you sell faster—it's about setting a **FAIR** price.

So you'll hear practical and honest advice on elements of the business that you could update and change to ensure that

your business is more appealing to buyers—so they'll be ready to buy at the price you want.

Call the Benchmark office today to hear more about setting the right price—and how easy it will be for you with the help of a Benchmark broker.

And when you call, remember to ask about our free guide “12 tips for sellers.”

It's full of useful and effective advice to make sure that the price you set reflects the true value of your business—so you walk away with the **MORE**.

Call us on
1300 366 521

BENCHMARK
BUSINESS & COMMERCIAL SALES

