

A Benchmark Client's Story



“Confidentiality, the right price and a speedy sale—we couldn't be happier with Benchmark”

These child care centre owners saw the Benchmark difference with a sensitive sale.

“We already knew of Benchmark's reputation as specialists in child care centre sales” says Colin Gibb.

So when he and his wife and fellow owner Tanya Dalglish wanted to sell their child care business, they knew that Benchmark were the right brokers to call.

A specialist's knowledge

Benchmark's Terry Blair, an expert in child care and kindergarten sales, came out to see the centre.

“He was very efficient, thorough and well-prepared,” says Colin. “He knew just what to ask for, including enrolment forms and our accounts.”

Tanya adds that Terry displayed an excellent knowledge of the child care industry, which meant he could “intelligently discuss our business with us, and with potential purchasers.”

“Worked for us in the price”

“He had a really accurate knowledge of what other child care centres were selling for, so

when we asked him about possible sales prices, he could immediately give us a ballpark figure.

“But he also said he wanted some time to really work it out.

“It took him a couple of days to get a firm price, but it was one we were definitely happy with.

“And we felt that in setting the price, Terry really worked for us as the vendors” says Tanya.

Keeping mum

“For us, the most important part of the sale (apart from achieving our asking price) was confidentiality.

“If staff hear you're selling they become very unsettled and obviously worry about their job security and parents worry about the impact of staff and management changes on their children.

“And if parents have any doubts, they move their children—sometimes even ahead of trying out the new owners.”

Colin says: “We actually asked Terry to send buyers around as if they were prospective families. And we really didn't even notice them coming through and our families and staff weren't disturbed by their presence”

Tanya and Colin found Terry to be “fabulous in terms of confidentiality—totally trustworthy. We were very relieved.”

Right price, right buyer—and sold within a week!

“The speed of the sale was obviously important to us because the longer it dragged on, the more chances of a confidentiality breach. Plus the value of the business reduces,” says Tanya.

“The price was obviously right, because no prospective buyers haggled, and the business was sold within a week.”

“We really can't speak highly enough of Terry. He really knew the industry and he understood and was sensitive to any issues we might have had during the sale.”

Business brokers who understand YOUR business

With 10 years of specialising in child care centre sales, Terry Blair has sold over 100 centres in the past two years alone, including Tanya and Colin's business.

He's just one of our brokers who specialise in a particular industry.

At Benchmark, you'll also find brokers who are experts in:

- Automotive
- Caravan parks
- Hair salons
- Service stations
- Cafes/Restaurants
- Motels
- Supermarkets.

And they know these industries backwards!

When you talk to our experts, you'll have access to an insider's knowledge on the things that WILL get your business sold—easily and profitably.

Can our brokers help to sell any business?

Absolutely.

As fully licensed consultants with specific qualifications in business sales, our brokers have the skills and training to help you sell YOUR business.

Call our Head Office today to talk to one of our expert brokers about YOUR business.

Call **1300 366 521**

