



SUPERTRAC

DIVEST | MERGE | ACQUIRE

Marketing your Business

As you would expect from specialists in medium and large business divestments and acquisitions, marketing is a feature at Supertrac. The marketing strategies we have developed are innovative, flexible, creative and broad-based. We do this better than anyone we know.

First we build a profile of purchasers who will place the highest value on the business. Then we develop a plan to generate the maximum number of responses from each specific target market.

To attract the best possible offers, we market each business opportunity in as many ways as we can. Our aim is to reach as many target prospective purchasers as possible.

The Supertrac Database

Supertrac's database is the primary source of prospective purchasers. The database covers all organisations in Australia with more than 10 employees, and corporate, private and international investors, allowing us to readily identify and target prospective purchasers. It is understood to be one of the best sources of business intelligence available.

Those categories chosen will depend on the type and size of the business and your instructions in the sale process. Available categories include:

1. Clients' "A" List Prospective purchasers already known to our client
2. Same industry Nationally and worldwide
3. Related industries Suppliers
Common customers
Similar technologies
4. Institutional Investors
Private equity firms
Investment organisations
Investment bankers
5. Registered, qualified private investors
6. Professional Services Organisations:
Accountants, financial advisers and planners
Lawyers
Bankers
Other business professionals

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SUPERTRAC.COM

7. Immigrants Immigration agents nationally

8. Internet Website - supertrac.com - offers worldwide access
Website – More than 10 other business websites
Yellow Pages Online

9. Newspapers and Industry Magazines