



Marketing a Business

As you would expect from specialists in M&As for SMEs, marketing is a feature at Supertrac. The marketing strategies we have developed are innovative, flexible 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 to reach as many target prospective purchasers as possible. Those chosen will depend on the type and size of the business and clients' instructions in the sale process and may include:

- Prospective purchasers already known to our client
- National & worldwide players in the same or related industries
- General investors including our existing database of registered, qualified investors
- Investment organisations
- Immigrants directly and through immigration agencies
- Accountants, financial advisers and planners, solicitors, bankers and other business professionals
- Selected newspapers and trade publications
- Our website and other specialist websites

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