



## Supertrac's Own Power Band

Supertrac has a clear power band of business clients too.

A look at Supertrac's Businesses Sold list (see [supertac.com](http://supertac.com)) and Current Business Opportunities shows a wide variety of business types as clients. However, most fit a certain profile: a particular size and suitability for acquisition by industry players and corporate investors.

The main reason for this being in the power band is that Supertrac is continually extending its massive database of buyers so it becomes progressively easier to target specific industry players and general investors for each type of business.

Supertrac's main criteria for accepting new clients are:

- The expectations of prospective clients are reasonable;
- The reason for selling is credible and supportive of a smooth transition of ownership;
- The business is profitable and capable of maintaining those earnings in the future;
- Low dependence on, or ability to replace, the exiting owner/manager;
- Supertrac will be able to use its extensive marketing resources to find a spread of suitable buyers;

These criteria favour businesses with values of more than \$1 million. The average value of Supertrac's existing clients is more than \$2.5 million, despite there being many times more small businesses in the Australian market than medium size corporations.

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