

# Valuations, a door opener to growth opportunities...

After we were introduced to Bstar we almost immediately saw how their business **Valuation Tool** would reduce our valuation risk and substantially reduce the time and cost of doing valuations.

**What we didn't know was how quickly this Tool alone would improve existing client engagement rates, generate new and strong interest from our centres of influence for valuations and create new client engagement opportunities especially in the Pharmacy and Law sectors.**

- With support from Bstar, we have presented our valuation services to existing and new **Law Partners**. We were amazed how quickly they became engaged. We are now on track to receive new client valuation referrals.
- The Bstar Law Industry Specialisation Package has also now become a key part of our **Law Partner** marketing strategy. When our Law Partners complete the Law Risk & Value Drivers Assessment, a key part of the Valuation Tool materials, the typical response is a sudden awareness of the need to focus their efforts to improve their business in a number of key areas.
- We have also been marketing our specialist valuation and succession planning capabilities to the major **Banks**. We are starting to realise the benefits from our marketing activities in this area as one major **Bank** has now added us to their **panel of valuers**. Promoting our succession planning specialisation is the next opportunity we will push with the **Banks**.
- We have now been trained and accredited in the entire suite of Bstar's Materials, Tools and Programs and the **Pharmacy and Law Packages**. Gaining accreditation was essential for us to secure our first Pharmacy client engagement. **What attracted our new Pharmacy client** to our business was our complete offering of succession planning, business valuation and staff engagement specialisations. We now use the **professional advisory Programs** from Bstar to provide this specialised advice. We at last have a disciplined approach in these areas to **lift our engagement rate**.

**Being an Accountant by trade, business development is not a core skill, but the Alliance Partner Program from Bstar has given me the confidence to go knocking on doors, open those doors and harvest the opportunities that have always been behind those doors just waiting for me to knock.**



Domenic Stramandinoli - Director  
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**To start your partnership with Bstar  
call 1300 552 577**