

8 November 2016

Mr Michael Kerr - Kerr Capital

I have known Michael Kerr since early 2014 when I appointed Kerr Capital to manage the divestment of the boutique hospitality business Shizuka Ryokan Japanese country spa & wellness retreat I owned with my wife.

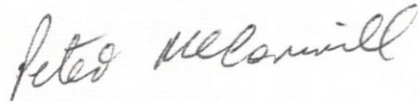
As a highly differentiated regional business with various unique needs, Shizuka demanded an outstanding multi-skilled Business Broker to fully understand its intricacies and manage an elaborate international sale campaign seeking to identify the very few individuals and firms potentially interested and truly capable of taking over this complex multi-cultural business.

Michael proved to be that - and much more.

After reviewing a large number of brokers, I found that Michael far exceeded all candidates in his grasp of all aspects of the business, his qualitative and quantitative commitment to the sale campaign, his availability and most importantly his honesty and ethics. The sale was ultimately consummated after a prolonged and often stressful negotiation which Michael frequently and effectively mitigated by his calm and informed counsel.

I do not suggest that any business sale is an easy task, yet having our partnership with Michael significantly enhanced the effectiveness of the divestment, reduced the stress that is always associated with such sales and allowed us to continue to focus on the maintenance of the business itself during the sale process.


I remain profoundly grateful to Michael for his superb carriage of a very challenging assignment. I would welcome the opportunity to elaborate on these observations if so required.



Peter McConvill
Director

Essence Marketing and Communication Pty Ltd
Essence Health & Wellbeing Pty Ltd

Tel: +61 412 204 621
pmcconvill@gmail.com



shizuka ryokan
japanese country spa retreat

7 Lakeside Drive
Hepburn Springs
Victoria 3461 Australia
Tel: (03) 5348 2030
Fax: (03) 5348 1358
Email: info@shizuka.com.au
Web: www.shizuka.com.au