



Bruce Coudrey

*Registered Business Valuer
Business Broker
Advisor*



About Bruce,

Bruce Coudrey has been Principal of Benchmark Business & Commercial Sales, since 1999. Benchmark is Australia's largest national business brokerage with six offices in five states. Benchmark has many highly successful specialist divisions, including Childcare Sales, Service Station Sales, Hair & Beauty Sales, Medical & Dental Sales, Supermarket Sales, Engineering and Manufacturing and Education Sales. Over 50 brokers work with Benchmark across Australia.

Bruce is a Registered Business Valuer and has acted as a court-appointed expert witness. He has been retained by various State Government departments, and local governments for advice and information relating to compulsory acquisition and compensation matters – particularly in relation to service stations and small businesses.

Bruce Coudrey's knowledge, and experience in the service station area is comprehensive and he is widely regarded as a leader in the field.

Bruce has owned many businesses himself. In 1983 Bruce Coudrey completed a mechanical engineering traineeship at John Lysaght Australia – Port Kembla.

Upon completion of that traineeship Bruce went into business as a service station proprietor. Bruce has owned and operated six (6) service stations in the Wollongong area.

Additionally, Bruce owned a Thrifty Car Rental Franchise, and he has owned and operated two (2) car washes, and five (5) mechanical repair workshops. For several years he was a member of state and national Shell Dealer Advisory Councils. Bruce was one of the first Shell "Multiple Site Franchisees (MSF)" in Australia and was involved in establishing franchise brands such as Car Spa, and Autocare, and was also behind the establishment of the Shell Shop program in the early 1980's.

From 1995 until 2009 Bruce also operated a company which provided advertising on billboards in New South Wales and Queensland, so he is very familiar with the outdoor advertising industry.

He has been involved in the sale of many hundreds of businesses, having recently been involved in his 5000th sale through Benchmark. Bruce has been involved in consulting and appraising all types of businesses and he works in all markets across Australia.

Bruce has been involved in IPO's, Roll-Ups, and strategic acquisition campaigns for listed companies, private equity and listed companies.

Bruce has been the chair of the Australian Institute of Business Brokers (AIBB) Education & Training committee, and he has managed training programs for business brokers across Australia since 2009. In 2010 he was awarded the AIBB President's Medal.

Bruce was the Chair of the AIBB Queensland Chapter for many years, and sat on the Board of the AIBB for that time. He is licensed in six states and travels across Australia regularly to stay abreast of all markets.

Qualifications

- ✓ **Business Broker**
- ✓ **AIBB Registered Business Valuer**
- ✓ **Business Valuation**
- ✓ **Licensed Real Estate Agent**
 - Northern Territory
 - Victoria
 - South Australia
 - New South Wales
 - Queensland
 - Western Australia
- ✓ **Mechanical Engineer**
- ✓ **Past Chairperson AIBB**
- ✓ **Trainer**

Contact

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