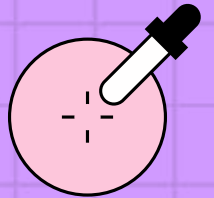


**LINK**<sup>TM</sup>

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H: 150 PX

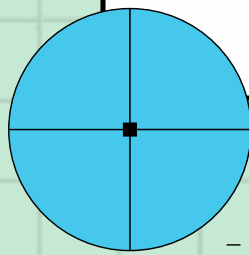
**YEARBOOK 2021**



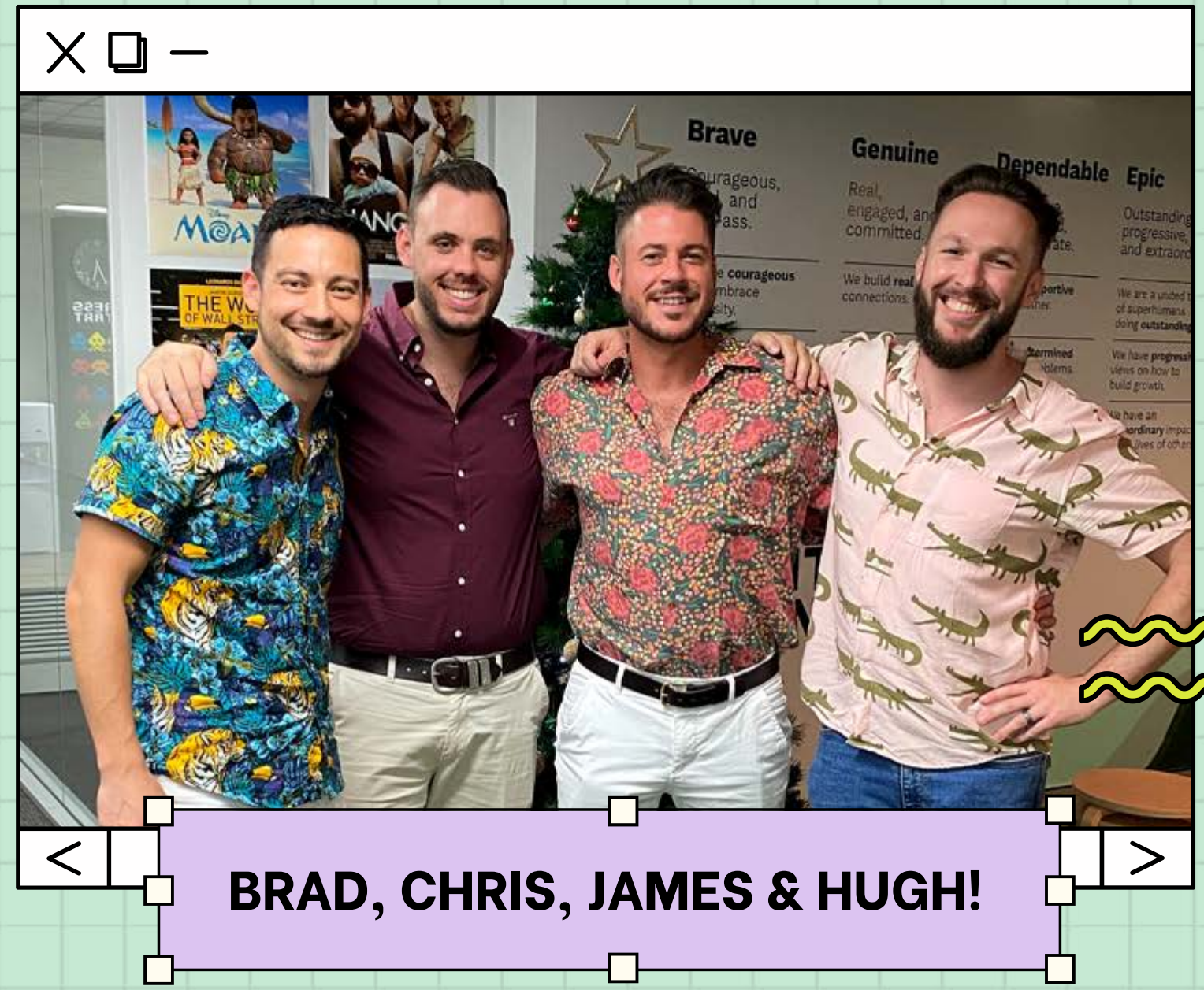
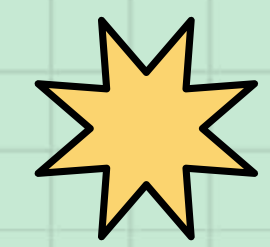
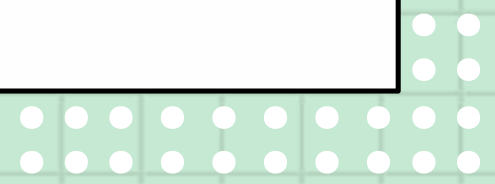


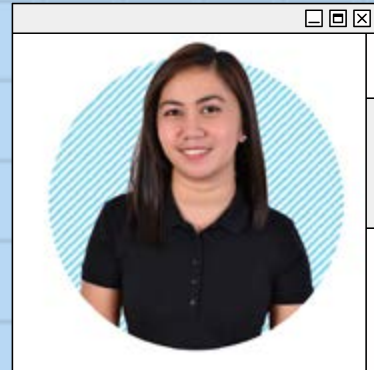
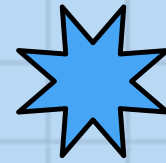
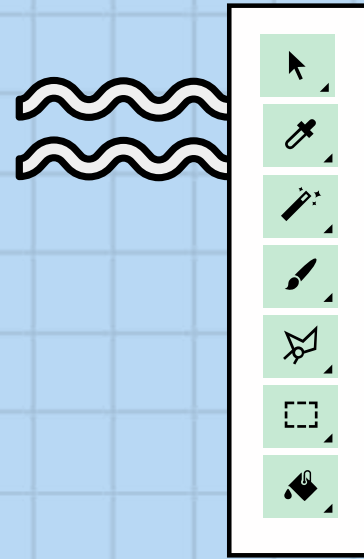
○○○ +

What a year! 2021 has been our best one yet. The year in which we crystalised what our culture means, and developed stronger strategic directions for each team. We absolutely love coming to work every single day, and it's the people at LINK who make it all worth it. Enjoy!



W: 150 PX  
H: 150 PX





**Lou**  
Client Advisor  
(PH)



**MJ**  
Client Advisor  
(PH)



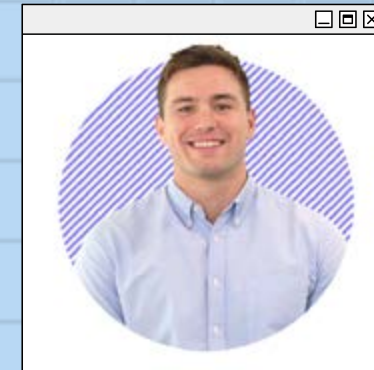
**Jayson**  
Client Advisor  
(PH)



**Dean**  
Client Advisor  
(AU)



**Rod**  
Search Specialist  
(PH)



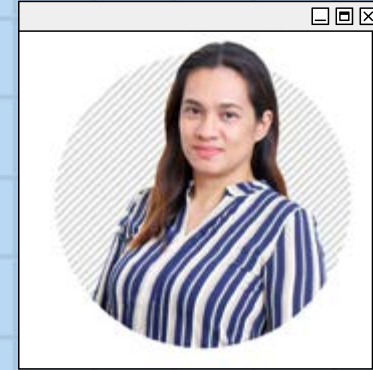
**Josh**  
Digital Advisor  
(AU)



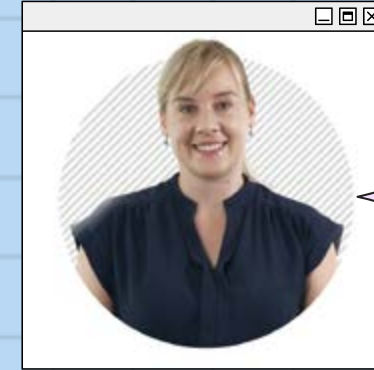
**Jerwin**  
Graphic Designer  
(PH)



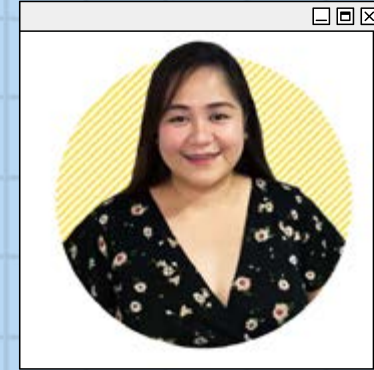
**Lilly**  
Property Manager  
(AU)



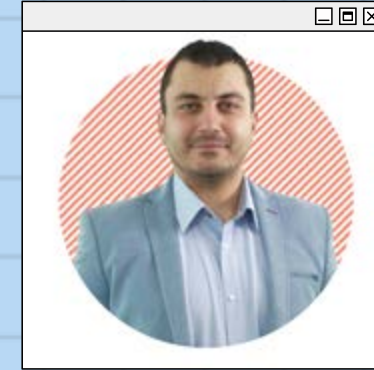
**Marie**  
Registration Assistant  
(PH)



**Tessa**  
Client Services  
(AU)



**Anne**  
Loan Manager  
(PH)



**Amir**  
Client Manager  
(AU)

# 37 AND GROWING!



**James Webb**  
Director



**Rhonda Burton**  
Practice Manager



**Simon Burke**  
Business Development



**Mariah Clarkson**  
Executive Assistant



**Juan Troncoso**  
Projects



**Franklin Mercado**  
Client Services



**Marie Espeso**  
Registration Assistant



**Tessa Austin**  
Client Services



**Chris Tinta**  
Director



**Elle Green**  
Client Advisor



**Dante Garcia**  
Client Advisor



**Ru McKinnon**  
Client Advisor



**Dean Bailey**  
Client Advisor



**Ale Hurtado**  
Client Advisor



**Lou Nuqui**  
Client Advisor



**Berna Salunga**  
Client Advisor



**MJ Quiambao**  
Client Advisor



**Jayson Capili**  
Client Advisor



**Hugh Dellit**  
Director



**Anne Casio**  
Loan Manager



**Angie Zhang**  
Client Manager



**Amir Issapour**  
Client Manager



**Paula Ferreira**  
Client Manager



**Beng Dela Cruz**  
Client Manager



**Lwin Tue**  
Client Manager



**Macky Redimano**  
Client Manager



**Hazel Anthony**  
Digital Architect



**Matt Power**  
Content Creator



**Helen Stump**  
Brand Creative



**Lotte Eppings**  
Brand Advisor



**Josh Birch**  
Digital Advisor



**Ysmael Zapanta**  
Full Stack Developer



**Rod Morfe**  
Search Specialist



**Jerwin Suba**  
Graphic Designer



**Brad Minhinnick**  
Director



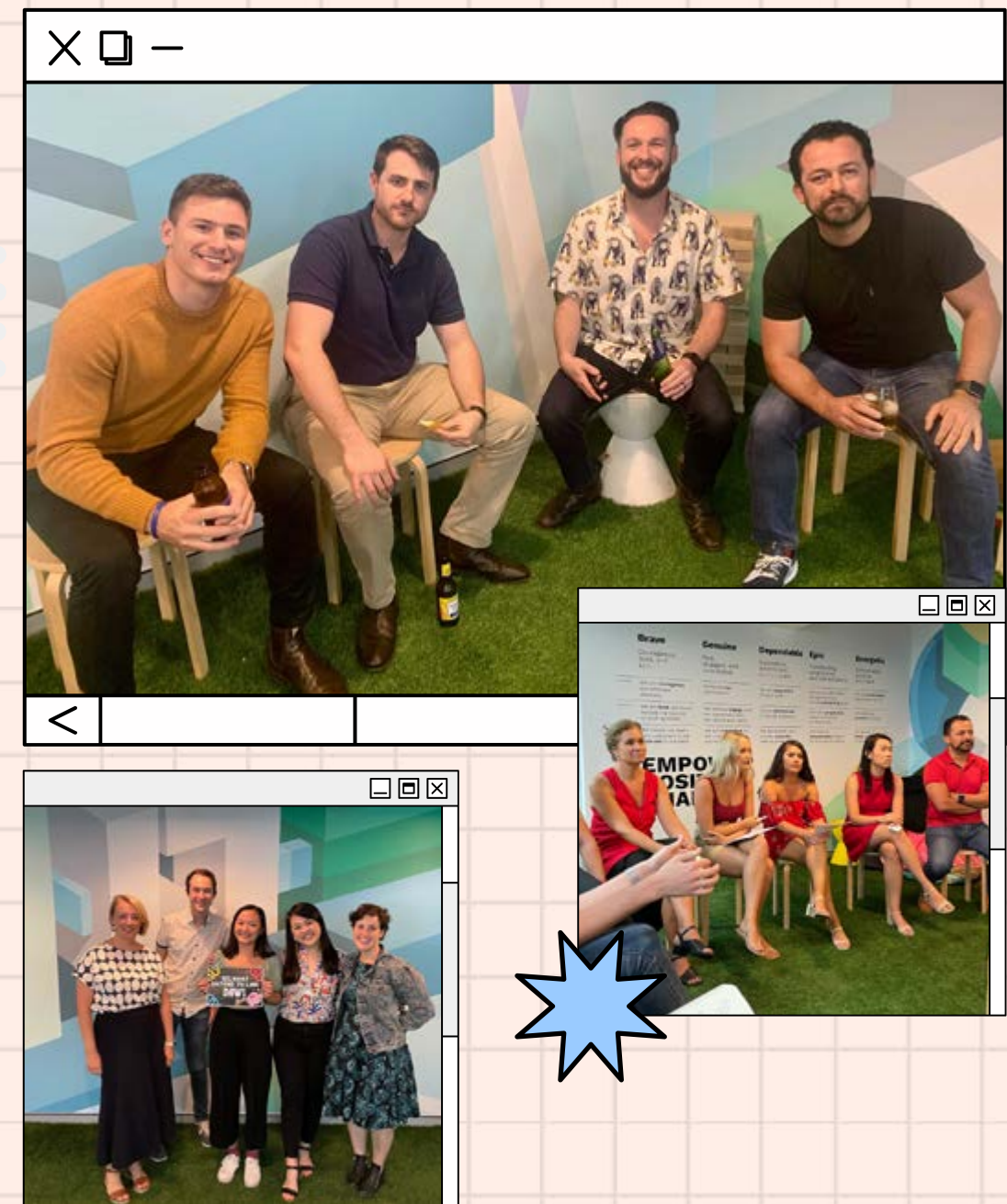
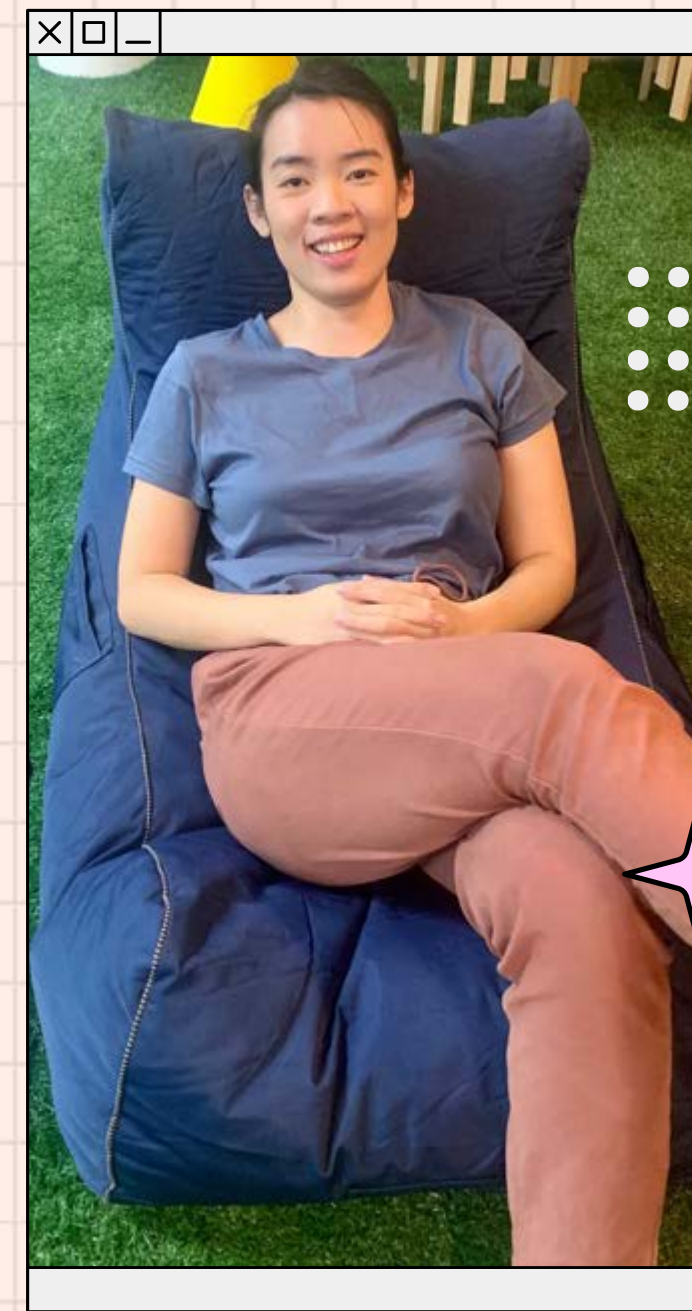
**Ronny Cronqvist**  
Sales Associate

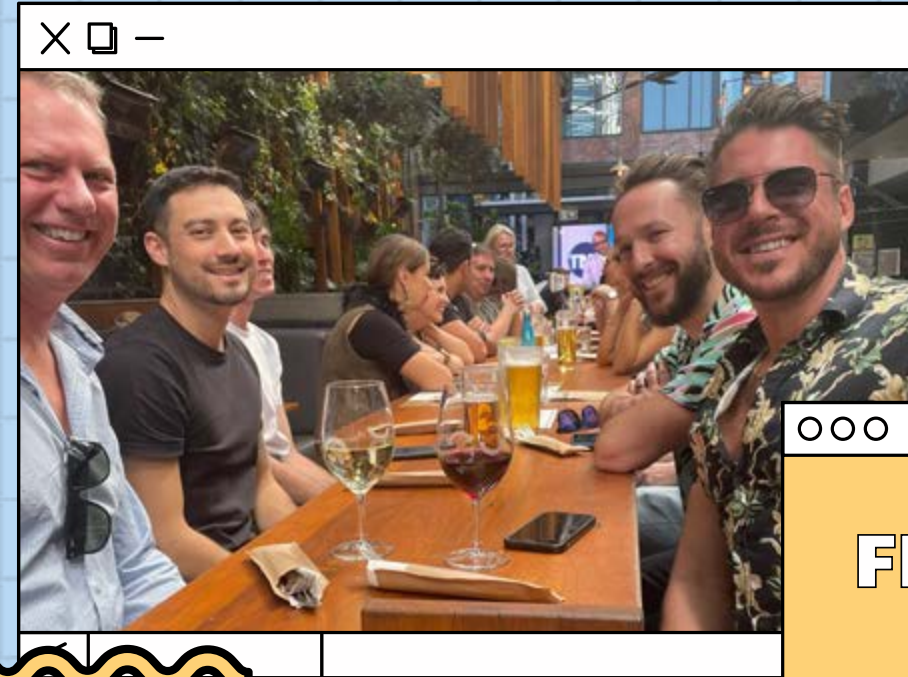
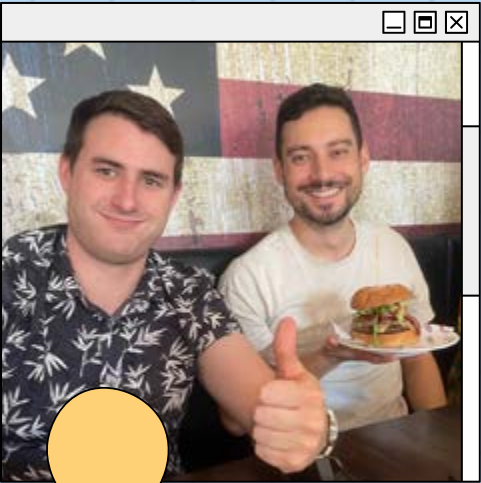
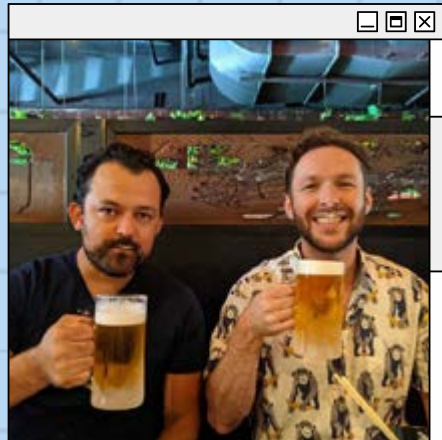


**Lilly Tichborne**  
Property Manager

# WE CRACKED THE BIG 30!

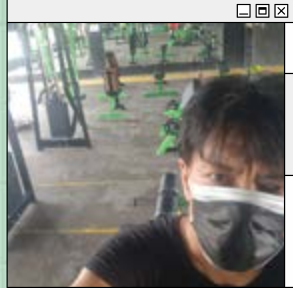
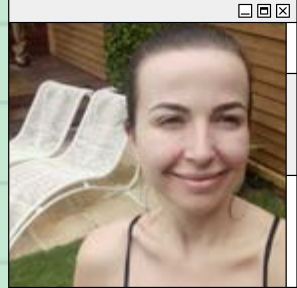
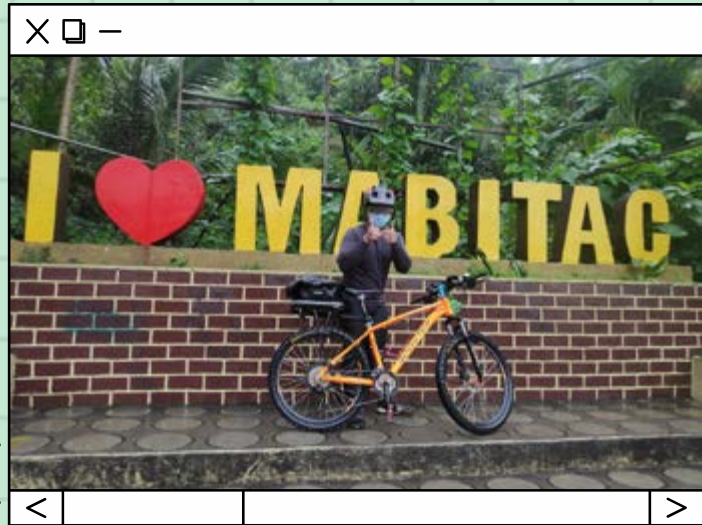
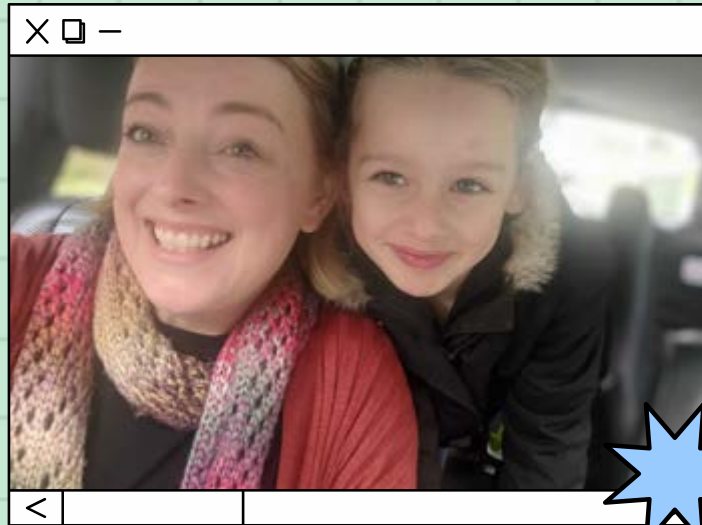
The Monday and Friday grass meetings are a chance for our AU and PH teams to come together. The agenda for these meetings continues to evolve with the Monday Game seeing a couple of tweaks this year too. A big high 5 to Uliana, our ultimate YouTube yoga instructor!





## FRIDAY LUNCH: THE VERY FIRST LINK TRADITION

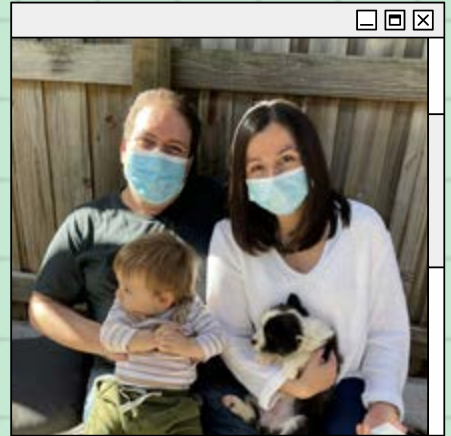
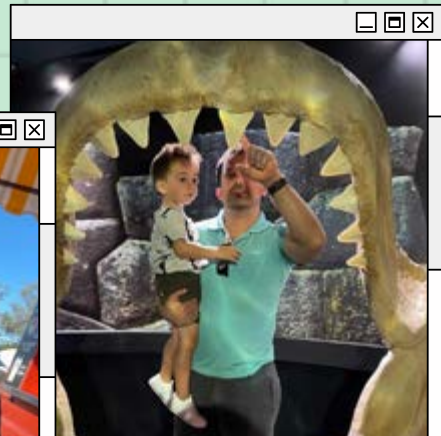
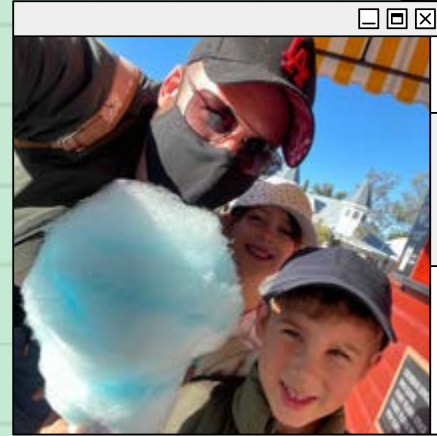
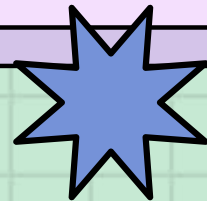
Who doesn't love trying out all the eateries Fortitude Valley has to offer?! From terrible customer service and overpriced drinks at Hey Chica to mouth-watering curries at Stone & Copper, every lunch is different, but that is what's fun about it! For 2021, Ru took the win with a high score of 4.32/5 at Stone & Copper. Well done, Ru!



PERSONAL  
AWESOMENESS DAYS!

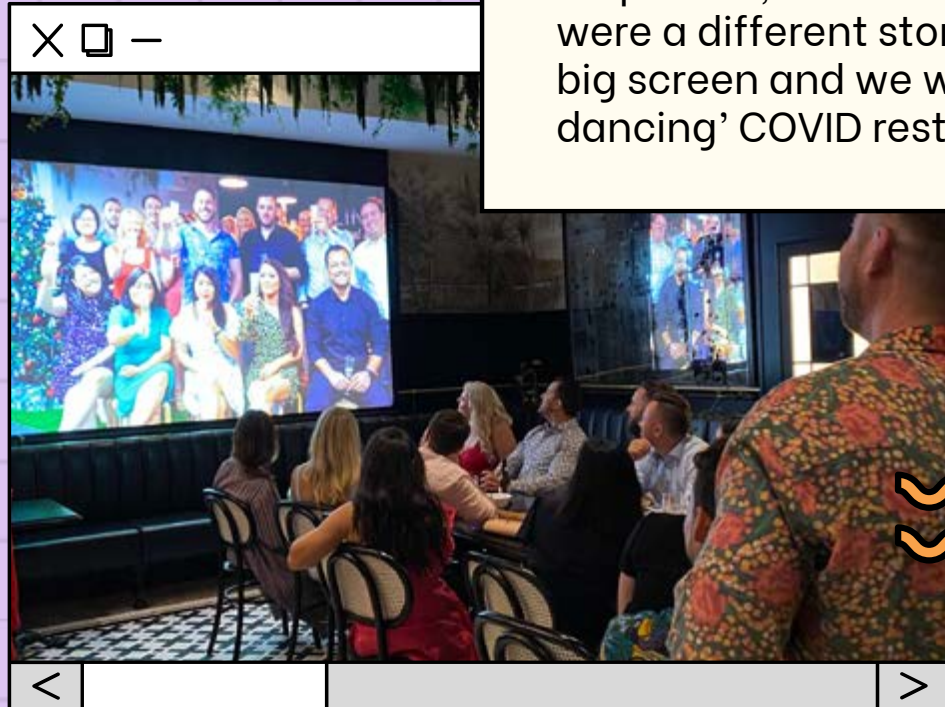


The PAD is one of the great additions on the back of our Officevibe feedback. PADs have become a uniquely LINK tradition. Whether it's staying away from screens, enjoying a whole day exploring, or just spending quality time with Mum, the LINK team certainly knows how to squeeze the juice out of an extra day off!



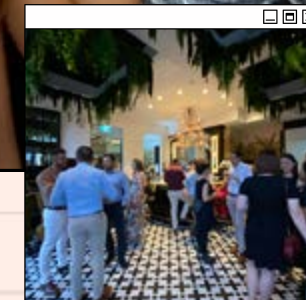
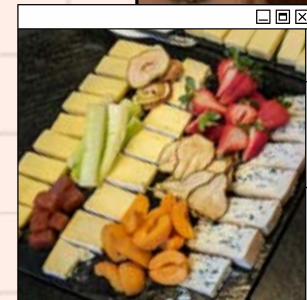
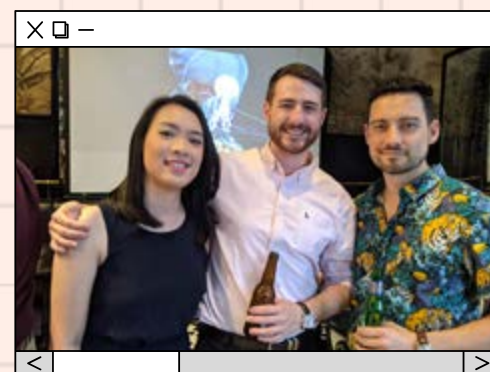
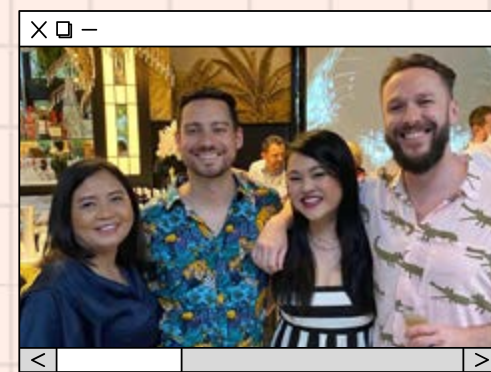
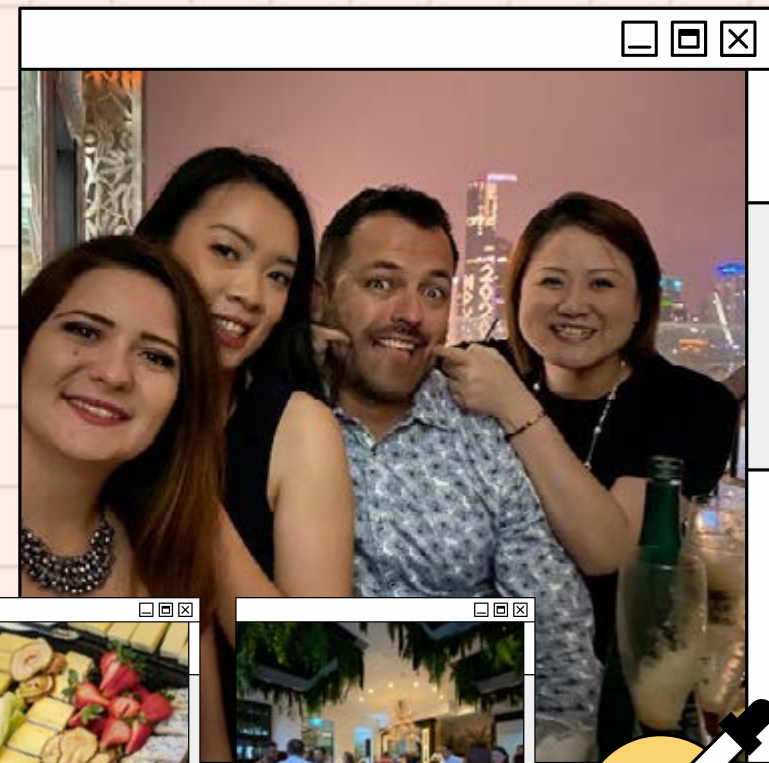
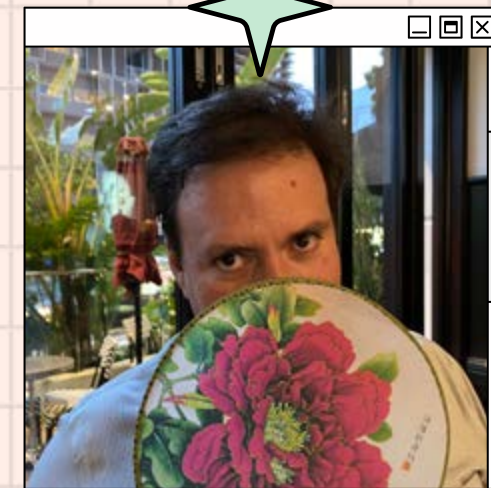
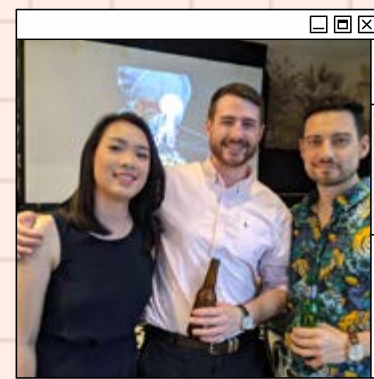
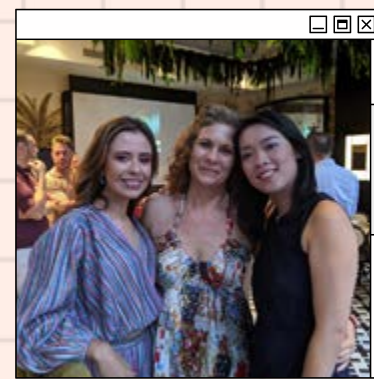
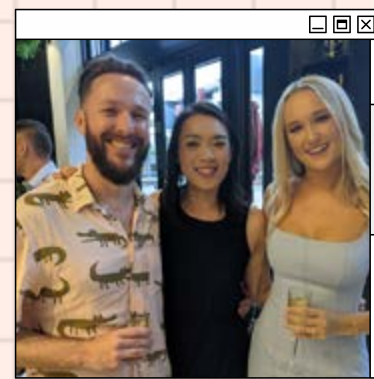
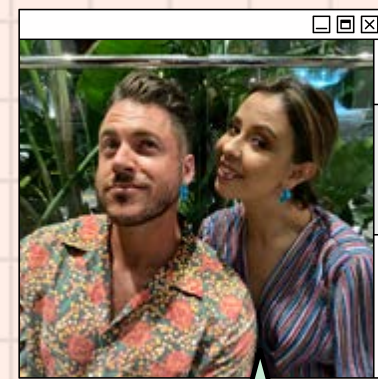
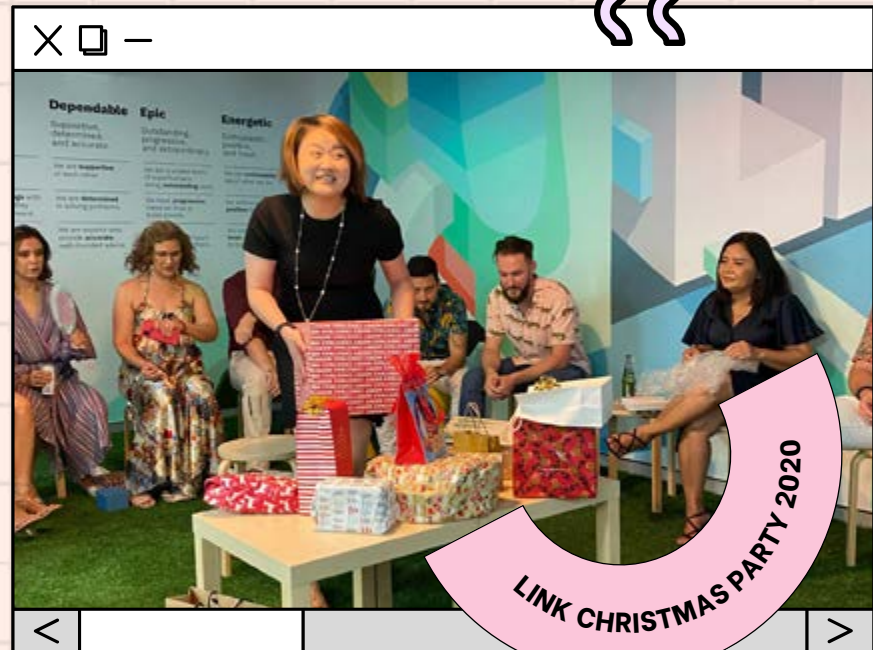
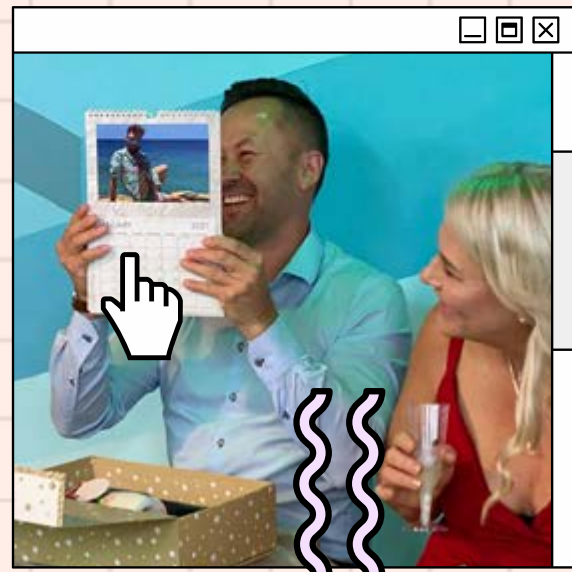
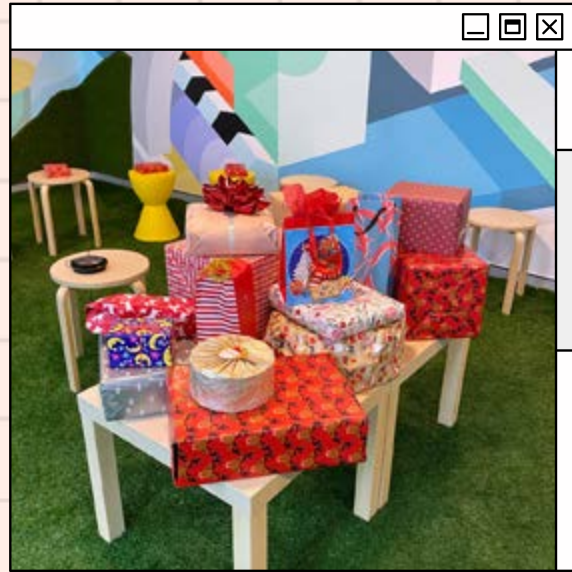
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# CHRISTMAS PARTY 2020

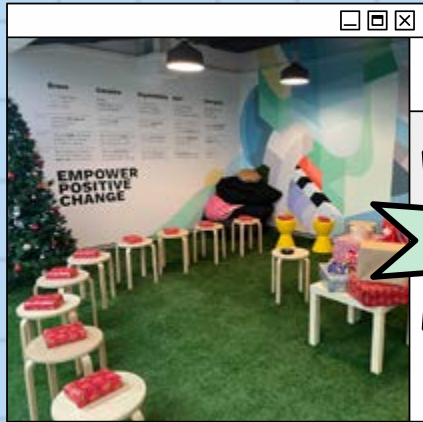


It was all glitz and glam at last year's Christmas Party at Emporium, Southbank – however, the party pies and spring rolls were a different story. Juan released his 2020 recap movie on the big screen and we were told off for not complying with the 'no dancing' COVID restrictions at the time. Bah humbug!

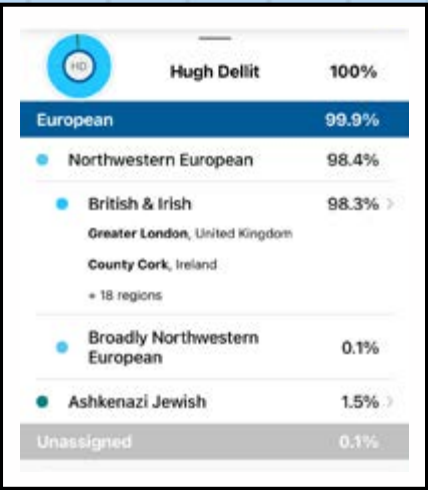
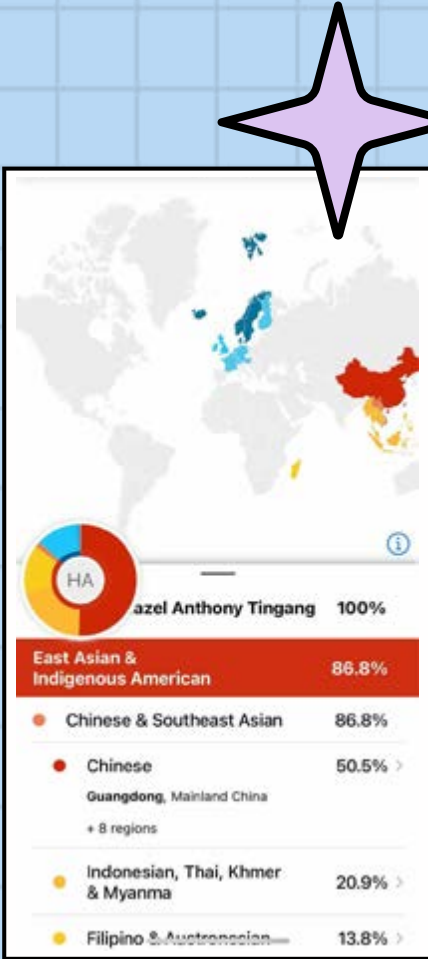
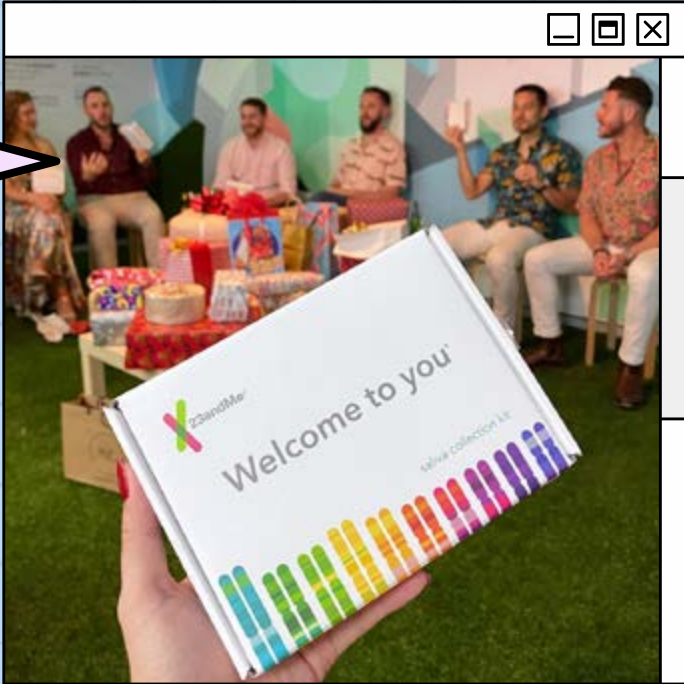


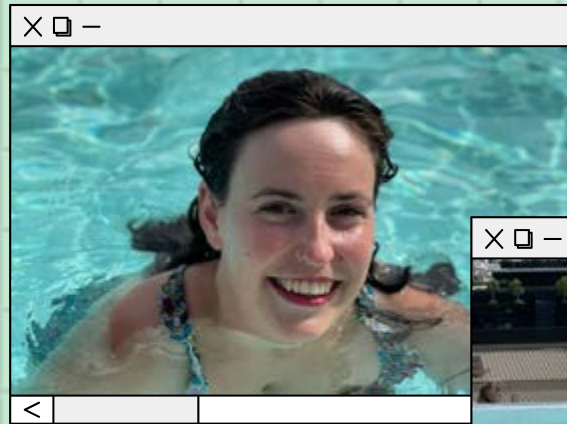
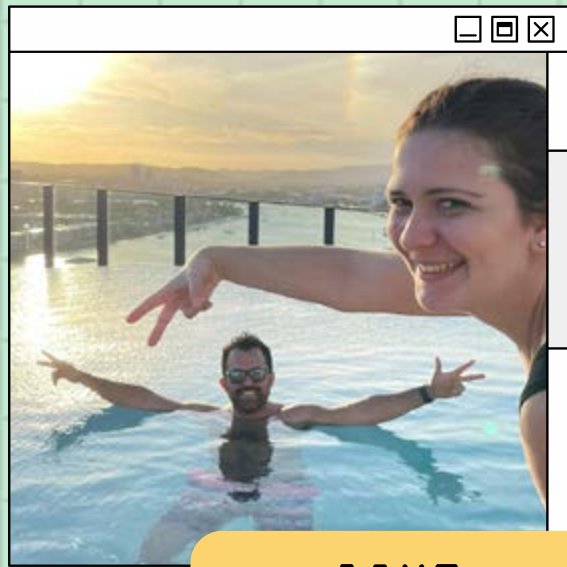
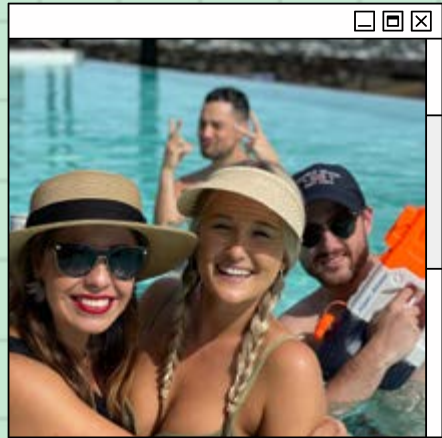


2020's Christmas gift, a 23&Me DNA test, made for interesting conversations in the office, and an even more interesting International Food Day! Whilst there were a few surprises about lineage, we weren't surprised by the multicultural mix of the office. If "bad-ass" was a genetic indicator, we'd all have it.

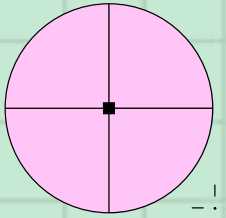
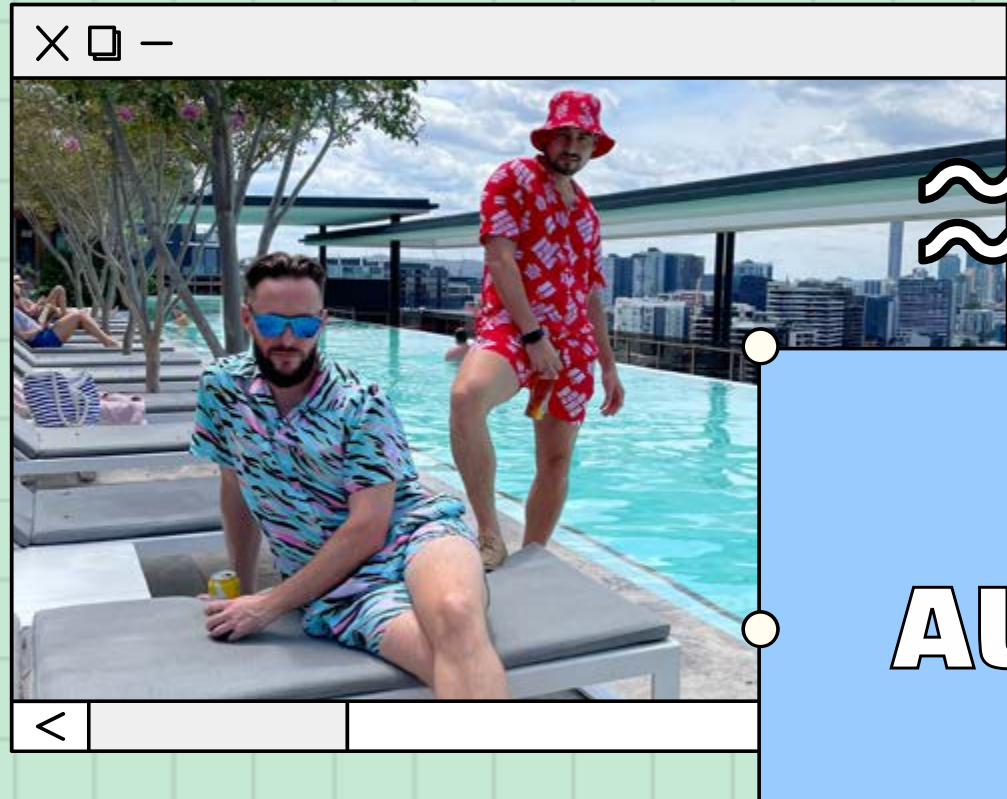
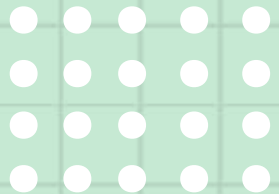


# DNA RESULTS





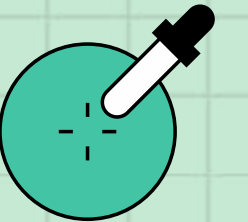
SAVE

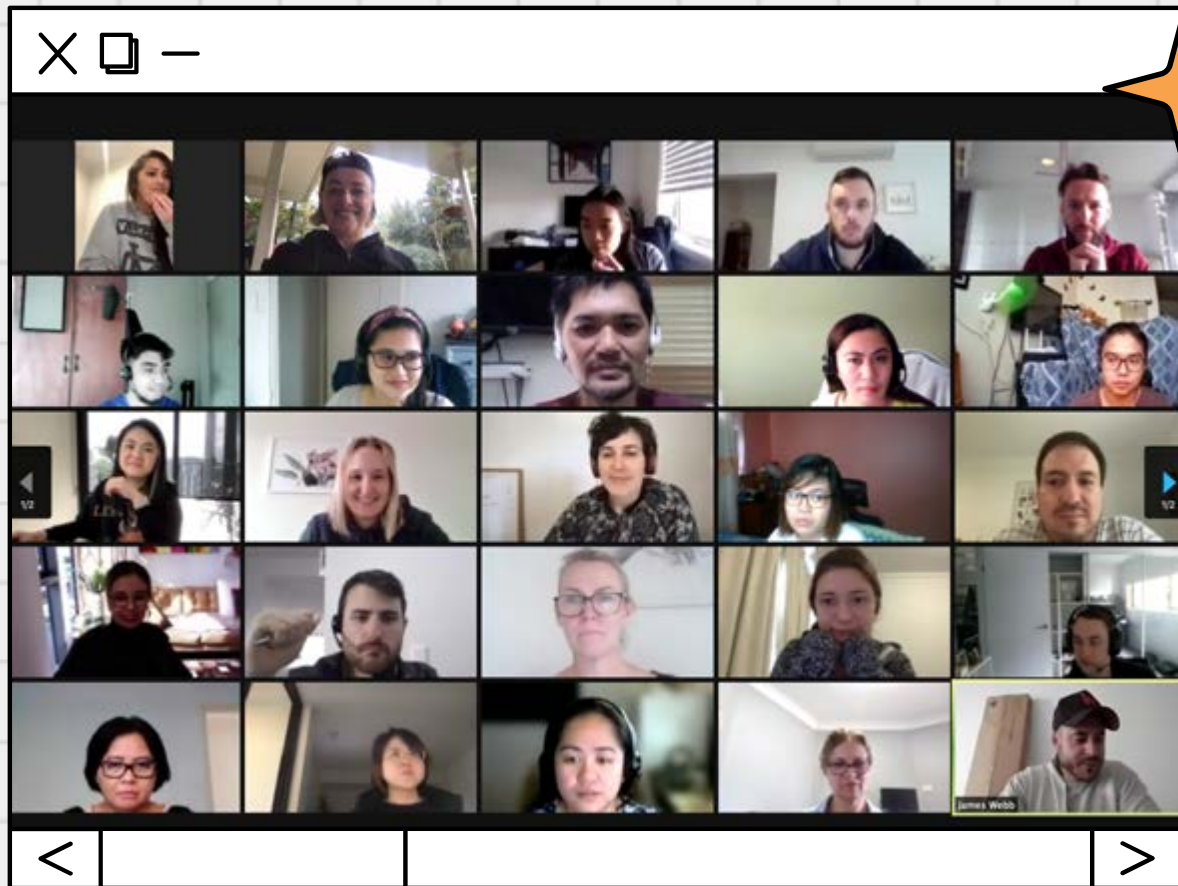


W: 150 PX  
H: 150 PX

# AUSTRALIA DAY

Australia Day at Lucent - "Brisbane's Best Rooftop" according to James. Another year, another boozy BBQ - so much so, the party was almost shut down by James' property manager for being too rowdy!



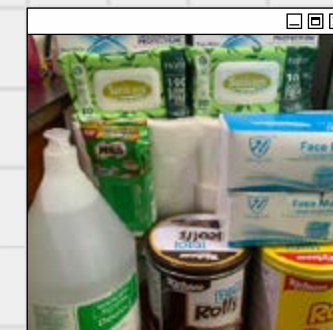
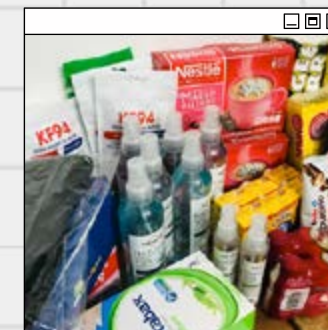
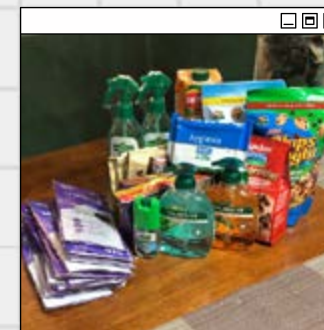


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**\*\* COVID \*\***

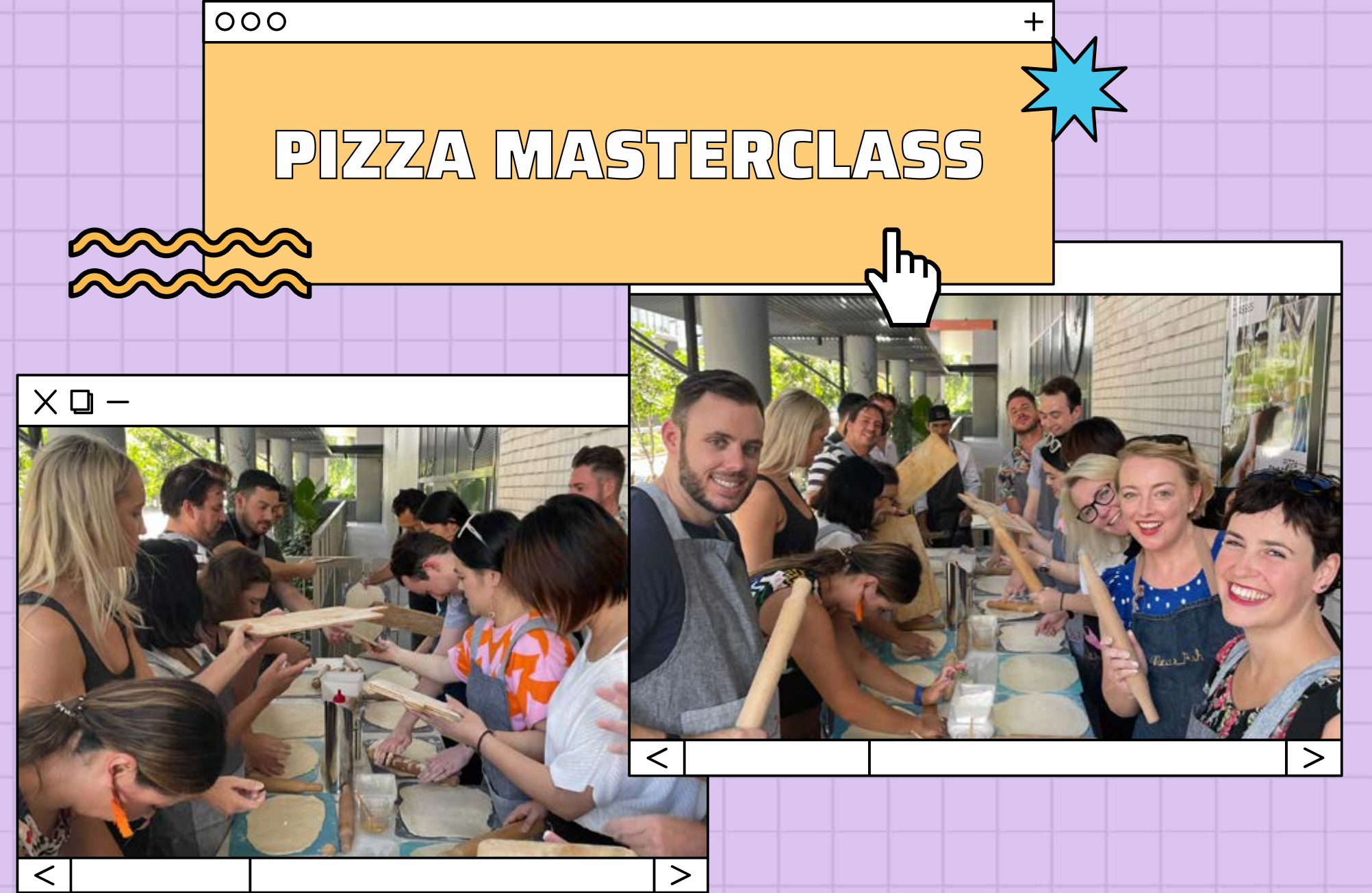
2021 – The year of several lockdowns! Good thing we experienced all this last year because this time, we were prepared and ready to take on any challenge thrown our way. Masks were the highlight of COVID this year, having to wear them everywhere we went right up until November!

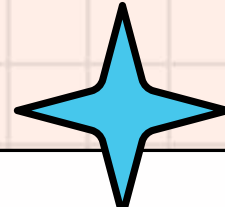
*“Dealing with COVID has greatly impacted our lives especially for us, PH members. Having to think of how we can avoid and prevent from contracting with the virus is one of our main priorities. LINK offered a COVID care package which was a great help to each and everyone in the team since movements were restricted by the government. The team greatly appreciates the care and support from LINK.” – PH Team*





Pizza making masterclass at Mecca Bah was a fun experience! James lost his pizza on the floor... Way too much food and heaps of cocktails.

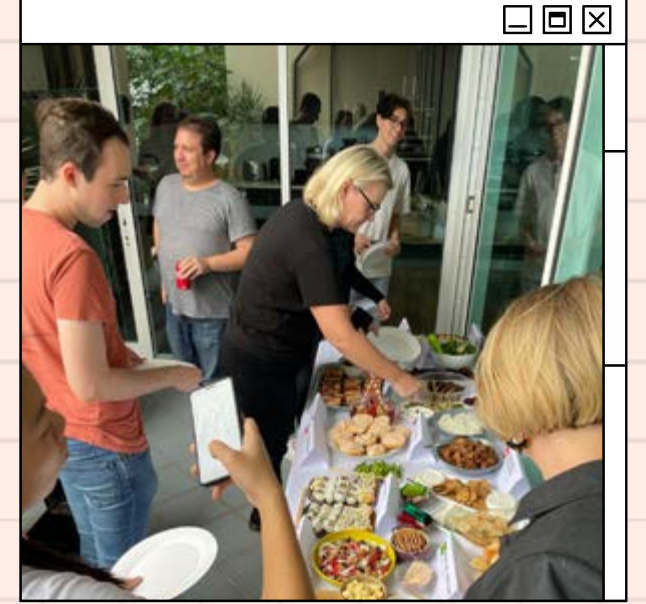
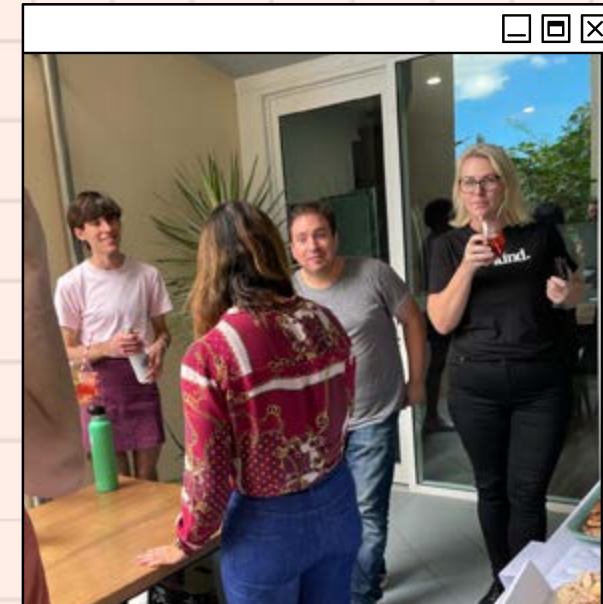


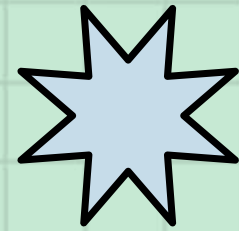


# INTERNATIONAL FOOD DAY



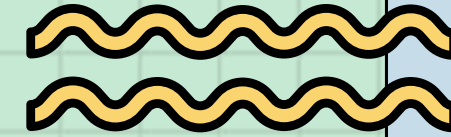
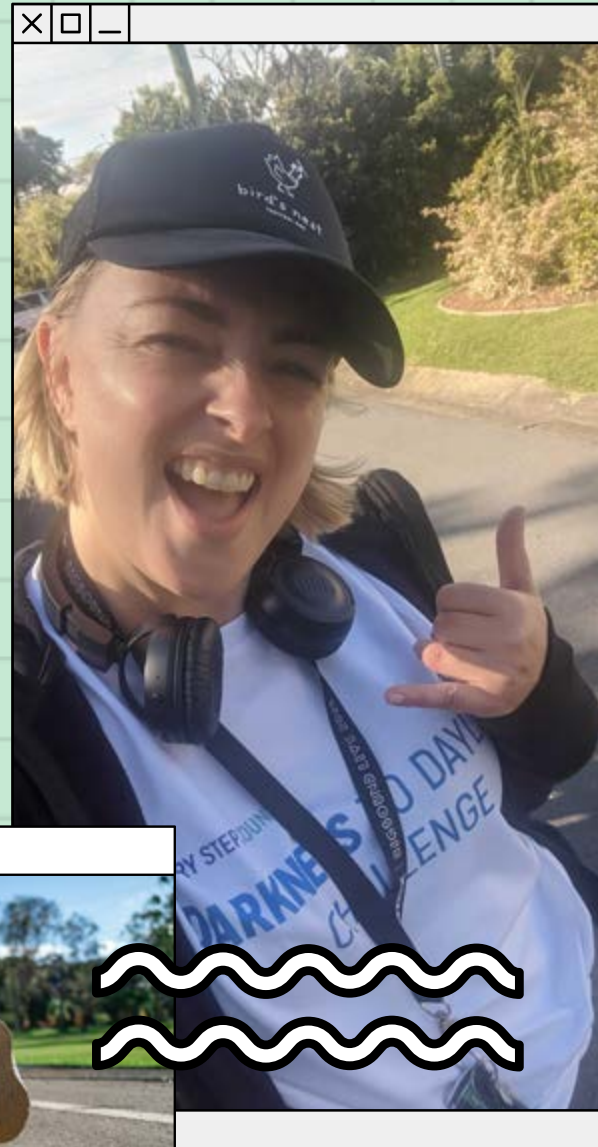
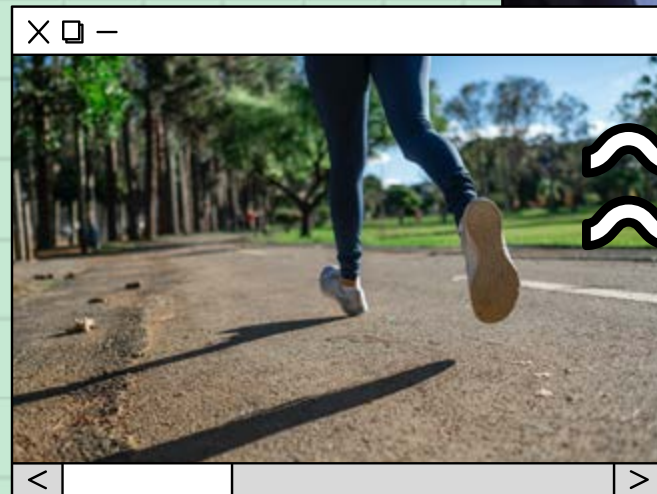
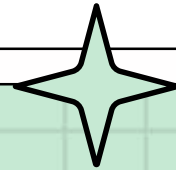
We're so lucky here at LINK to have such a diverse & multicultural group, so what better way to celebrate with our own International Food Day! We had so much food from all over the world : Switzerland, Brazil, Japan, Malaysia, Philippines, South America, China, The Netherlands, Italy, Poland and more!



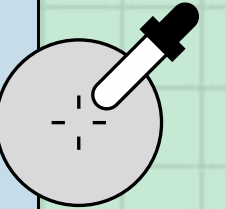


The LINK team walked 869km collectively, and raised a whopping \$3,494 in support of domestic violence victims in Australia! An epic result and one cause the team is super proud to support.

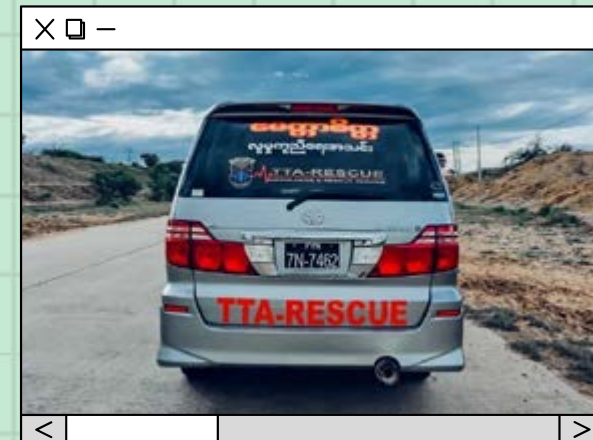
**DARKNESS TO**  
*Daylight*  
EVERY STEP COUNTS



**RAISING MONEY  
FOR AN EPIC CAUSE**

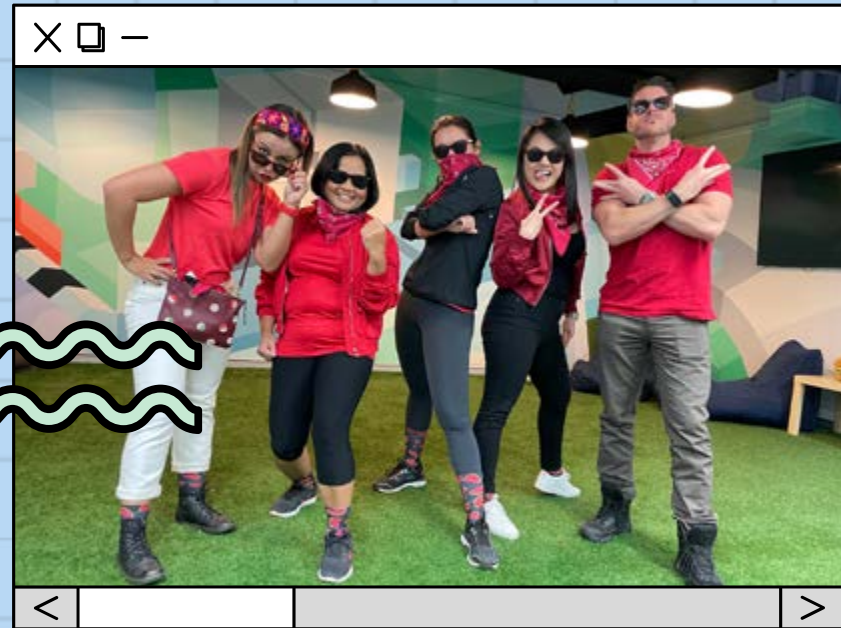
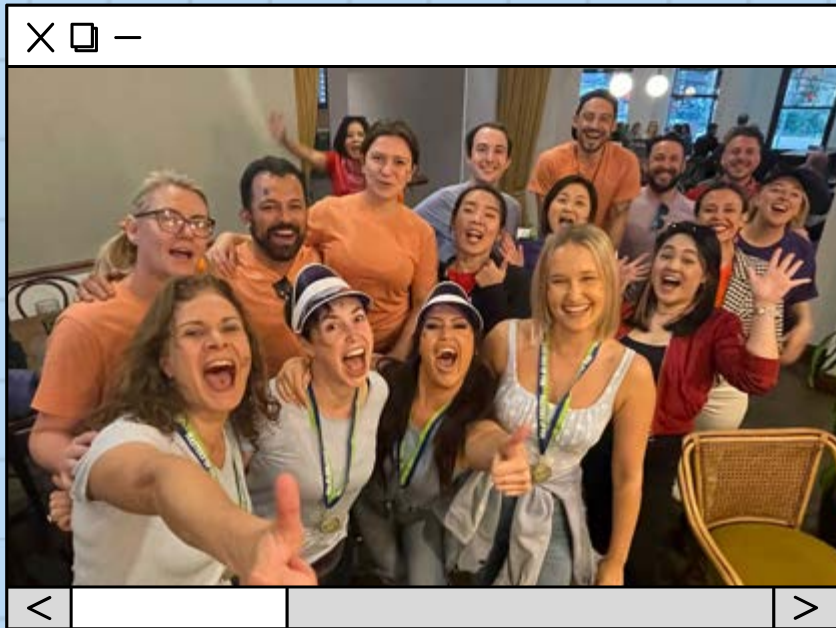


We donated \$1,682 to Lwin's hometown, Taung Tha in Burma. Our donation helped purchase a brand new van to support their COVID efforts & volunteer centre.





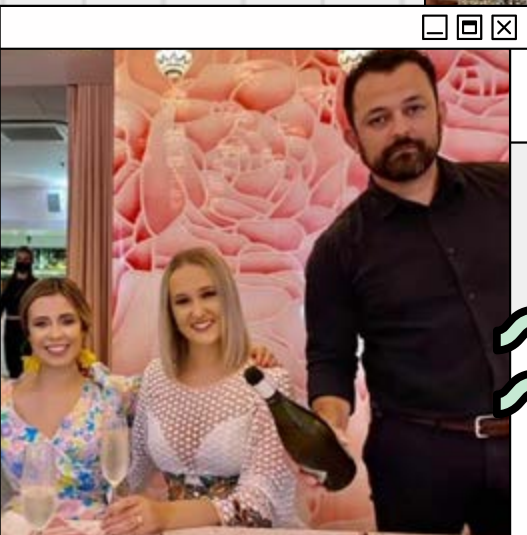
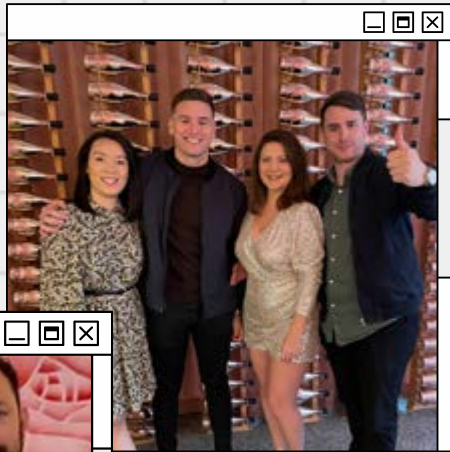
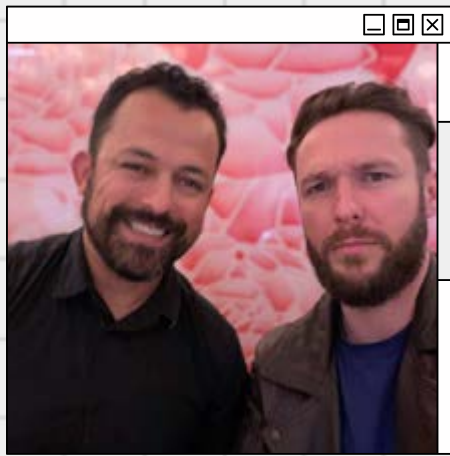
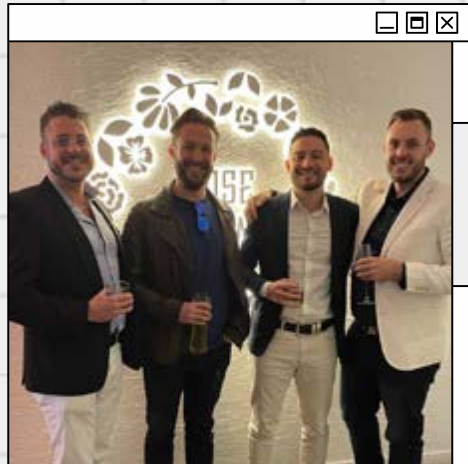
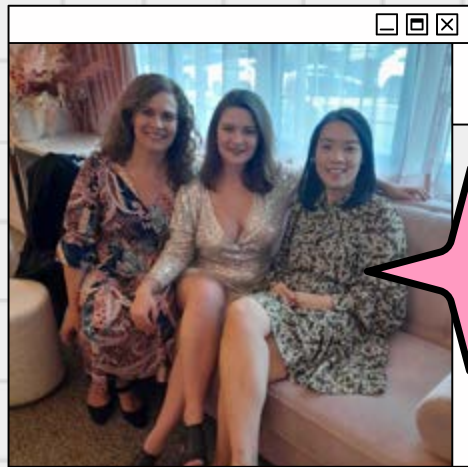
# THE AMAZING RACE



Hands down best event of the year! LINK competed in an Amazing Race around Brisbane City. No blood but definitely some sweat and tears – especially when Brad's team thought they'd won the race, only to be beaten by the Blue Team over bonus points. Hugh's team came last.

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END OF FINANCIAL  
YEAR PARTY

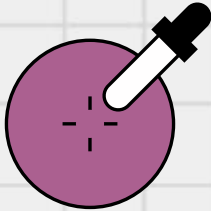


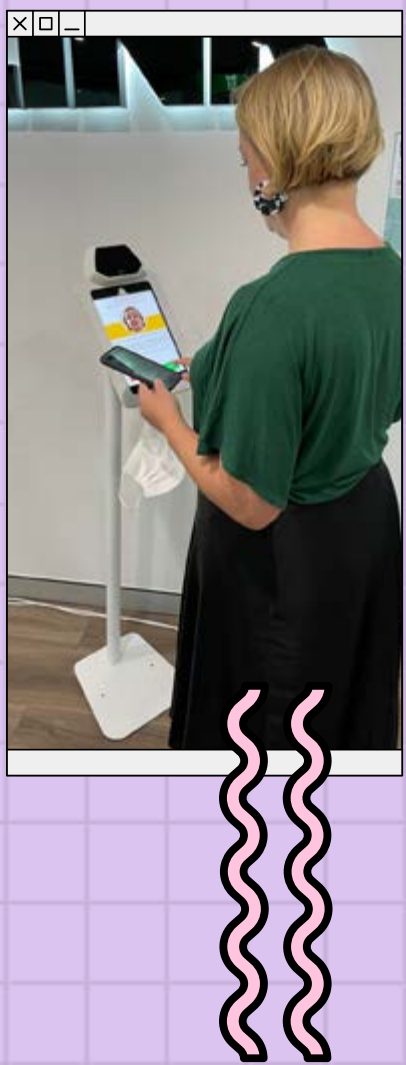
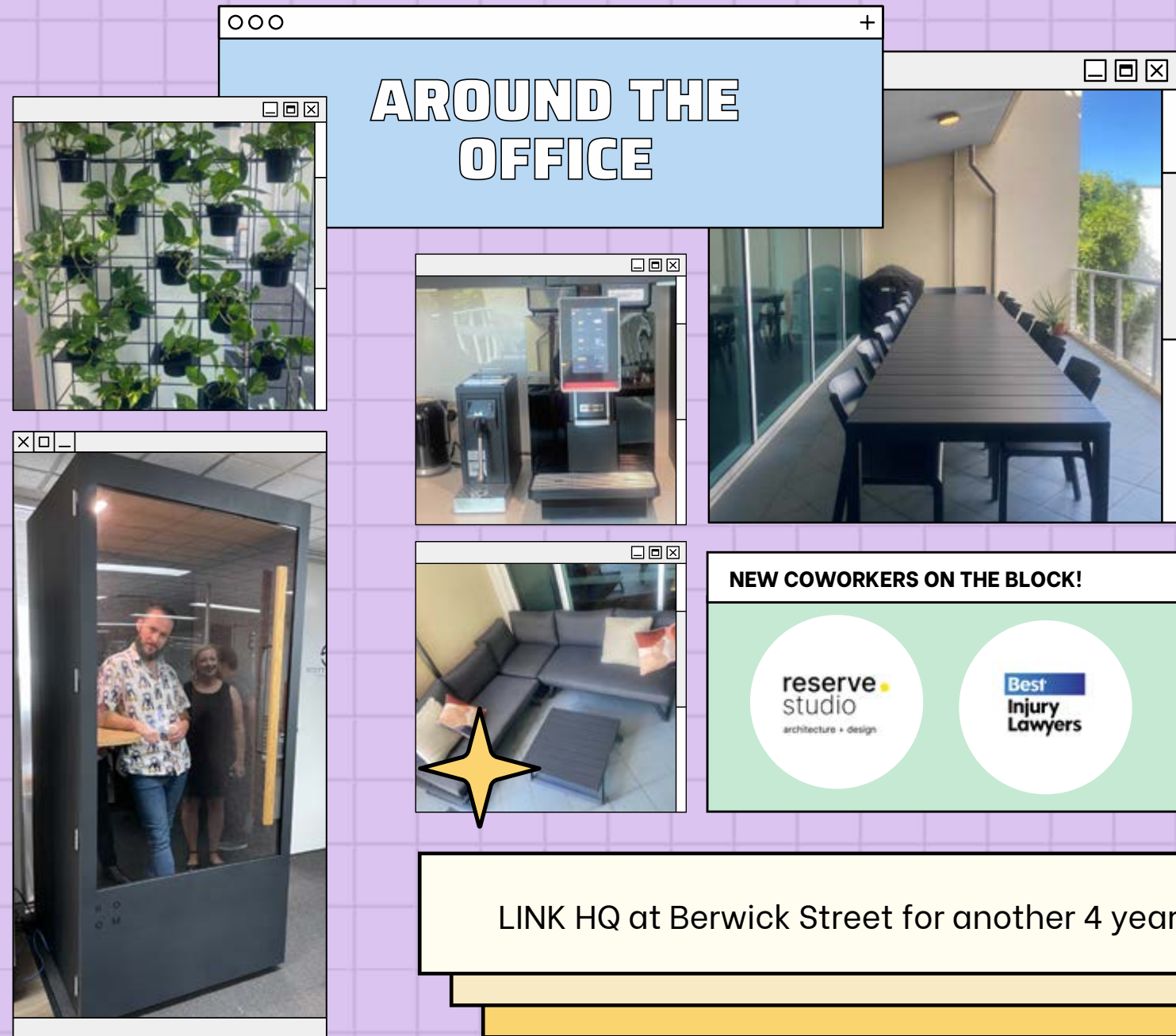
Have you ever seen so much pink in one room? EOFY celebrations kicked off at the Rose Room with the after party at Dirty Sultan. Turkish food was had and shisha was smoked! Thanks Chris for encouraging us to do that!



SAVE

UPLOAD

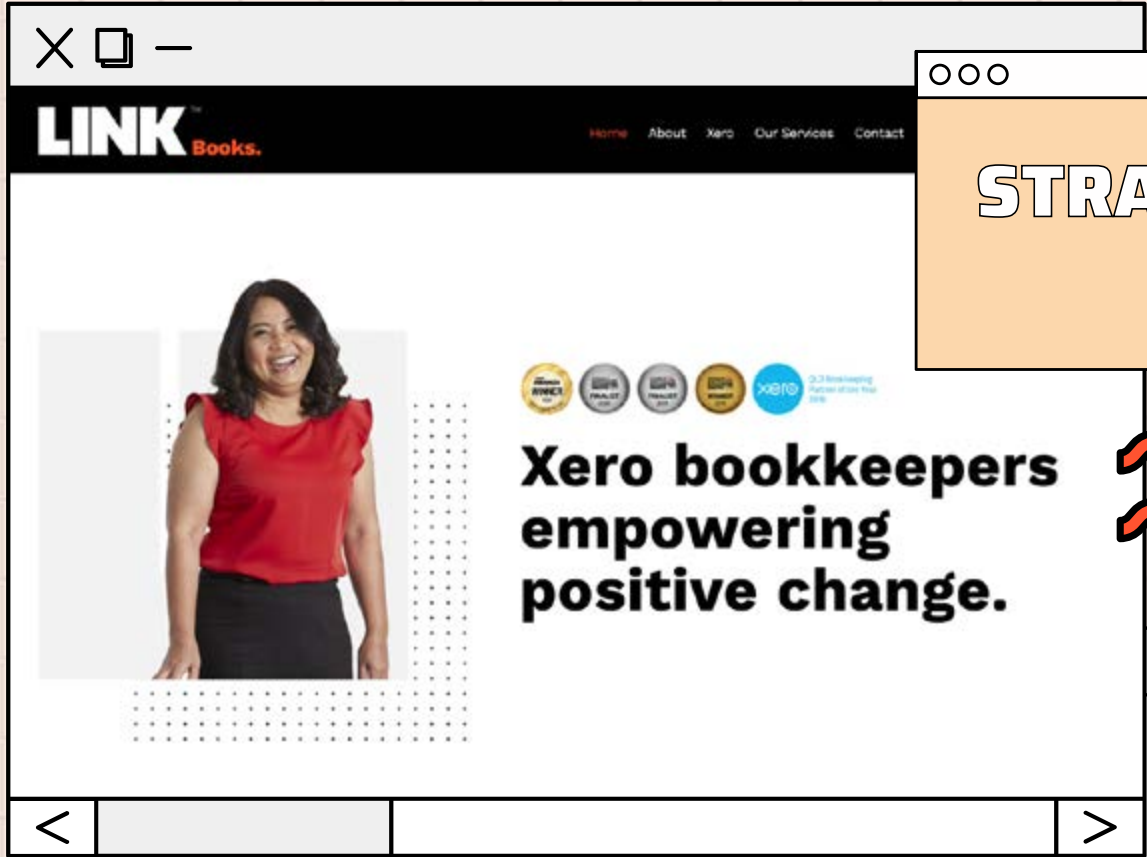
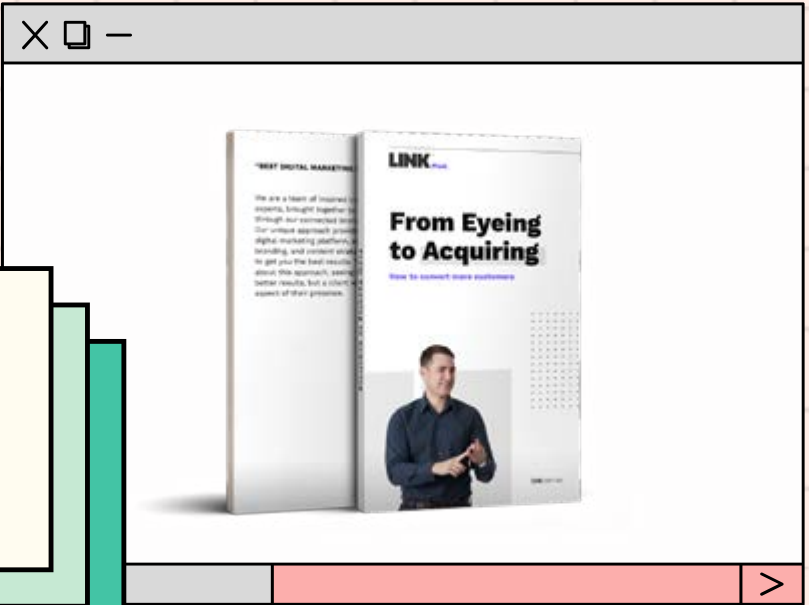
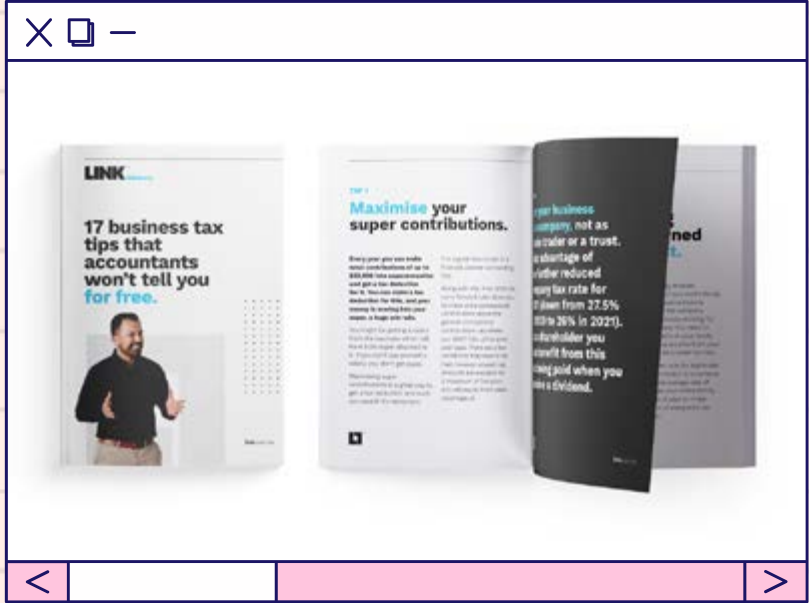




WE WROTE 2 E-BOOKS  
THIS YEAR



We've had over 300 people  
download our e-books!



Link Strategies evolved into Link Books  
to simplify and better communicate  
what we do best. Shorter, snappier,  
stronger!

STRATEGIES BECOMES  
BOOKS



# AWARD DOMINATION



& Finalist **Best Digital Strategy** for the Australian Mortgage Awards



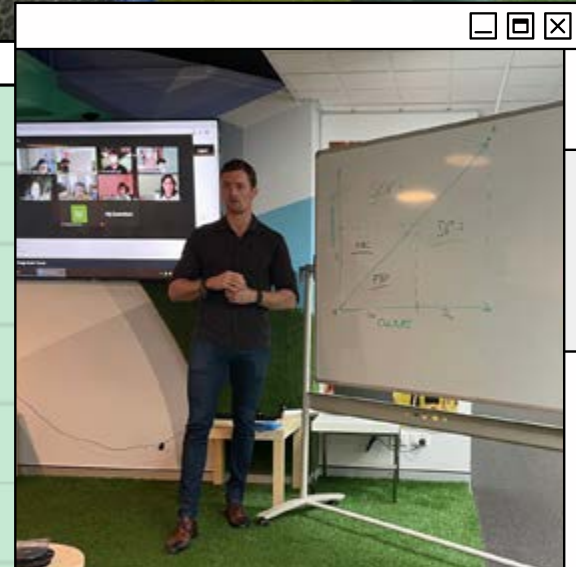
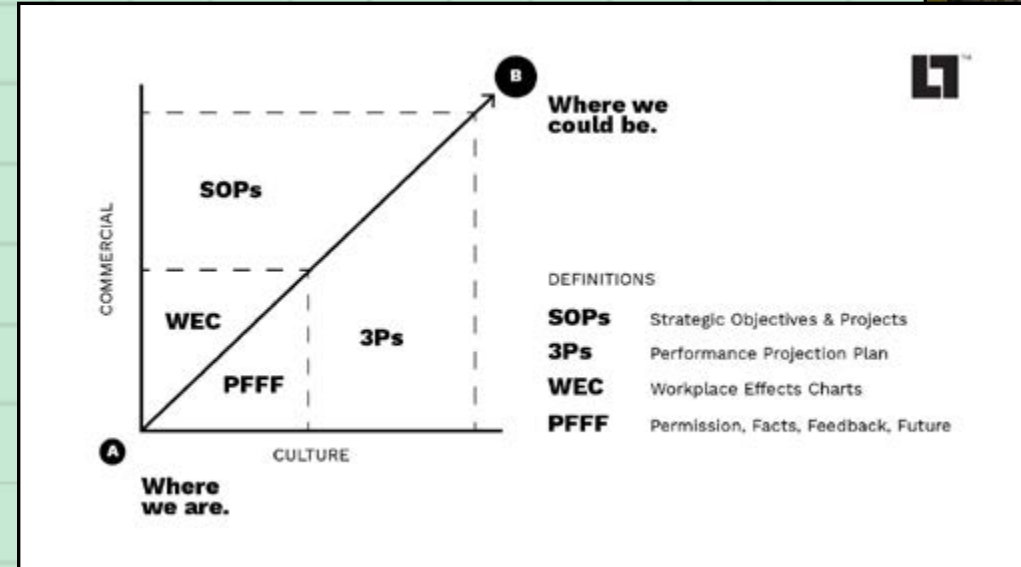
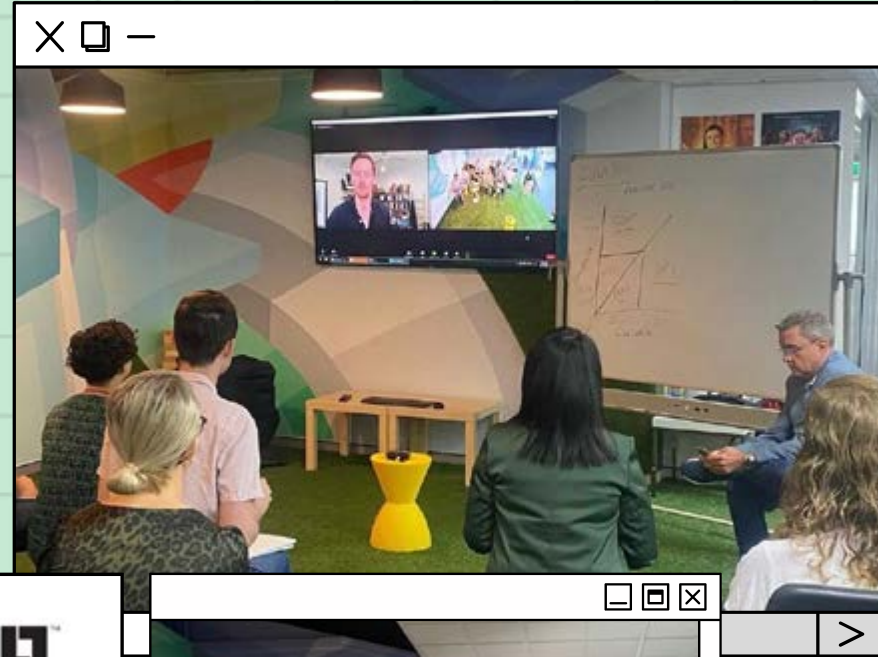
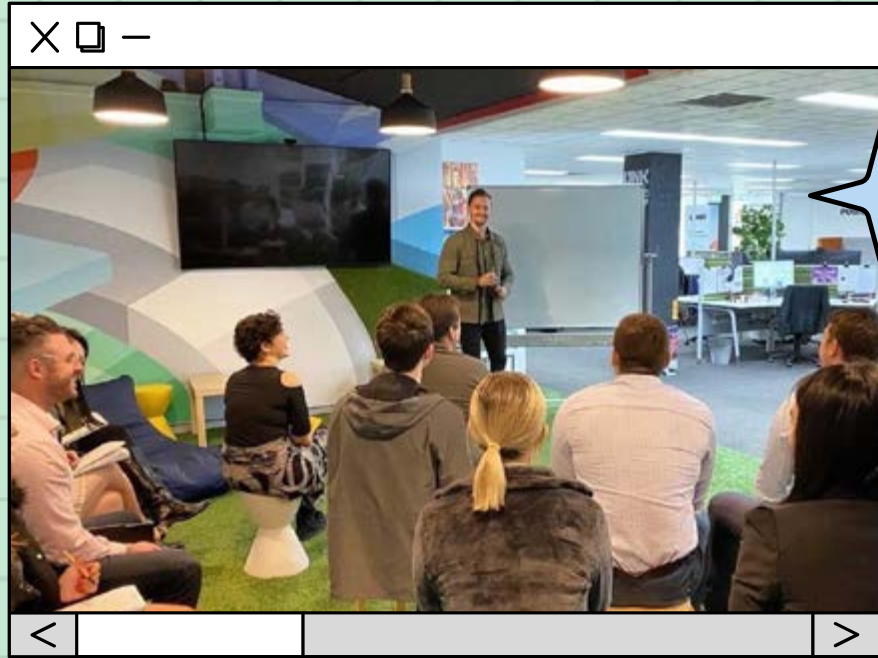
A big shout out to these legends!

Another year and even more great achievements to add to the trophy cabinet!



& Finalist Brisbane Young Entrepreneur



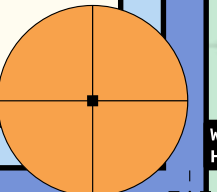


**2021 saw us introduce PFFF + WEC in conjunction with NXT LVL.**

**PFFF** - is our method for giving feedback (positive and constructive) in line with our LINK values and it's been in place for most of the year. Feedback is a gift, and we're happy to see everyone actively participating.

**WEC** - was introduced towards the end of the year - designed to give the team a platform for making small gains that amount to epic wins individually and collectively. Keen to see what we can achieve with a full year of WEC next year!

**3Ps** - is our latest WIP - we started the preparation in December and will officially kick off in 2022.

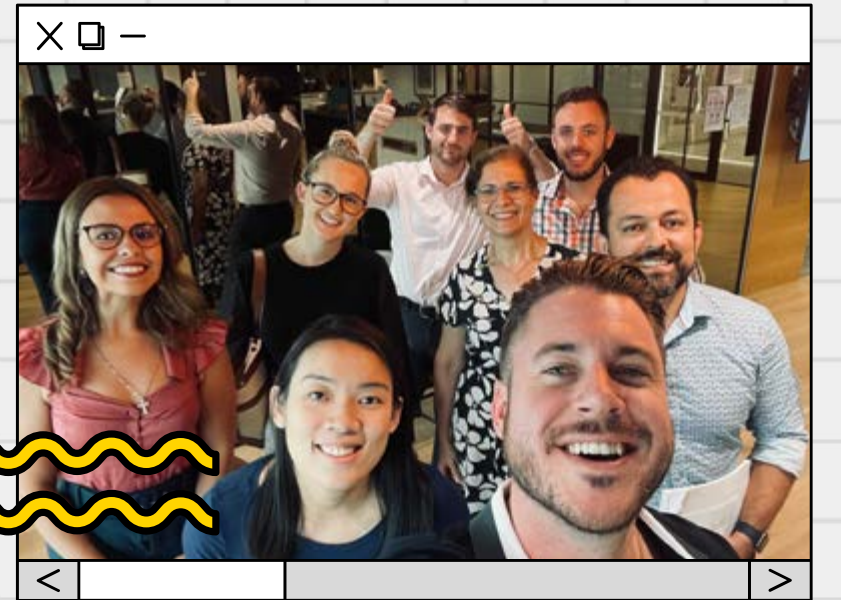
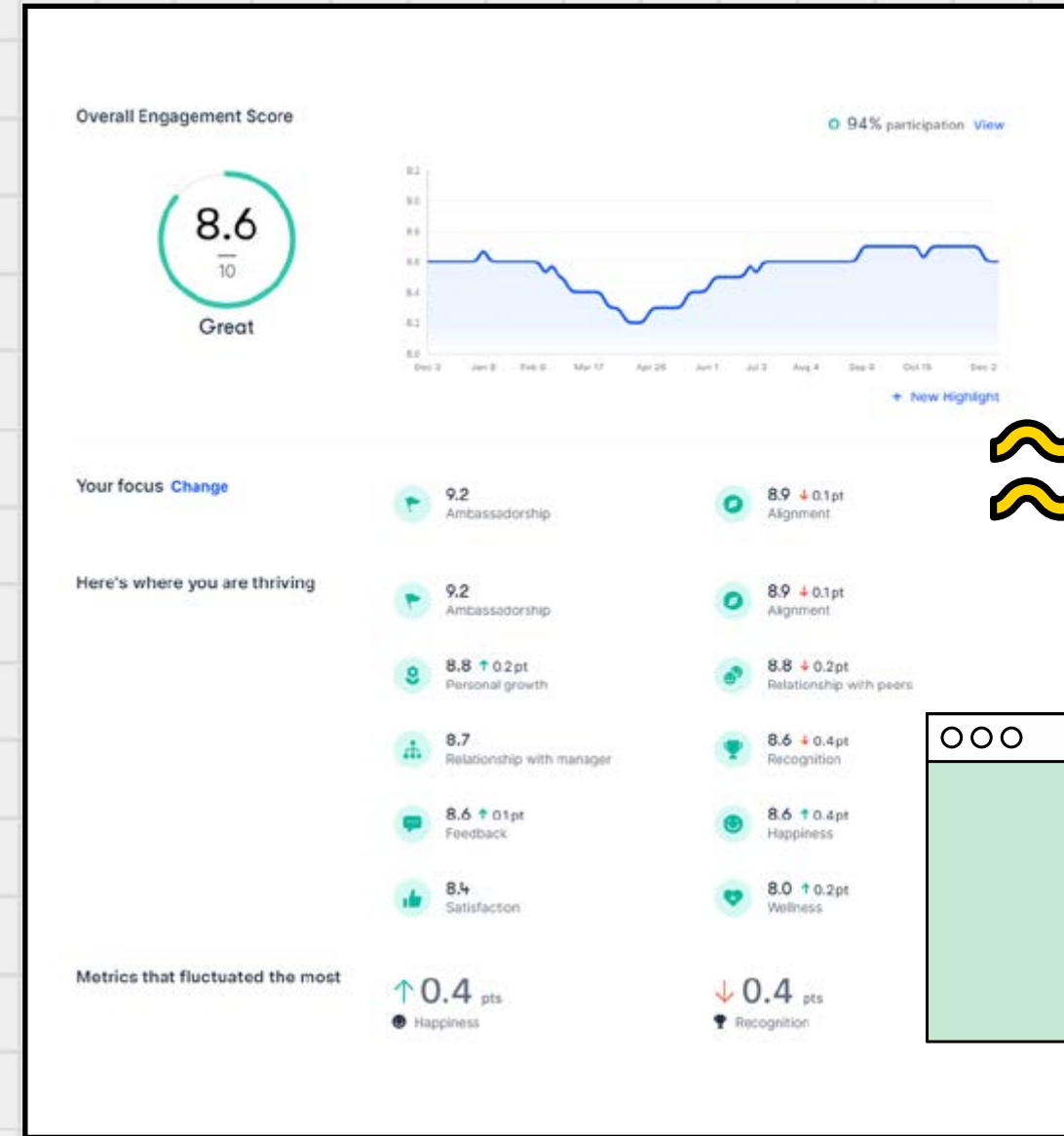
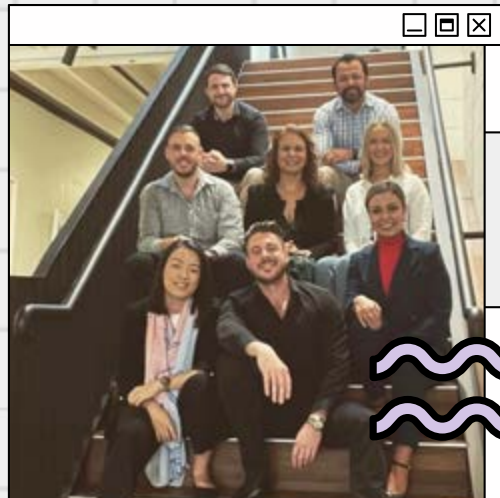
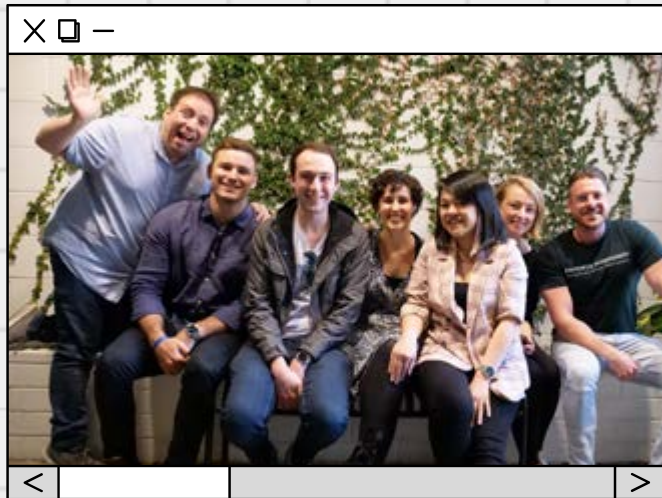
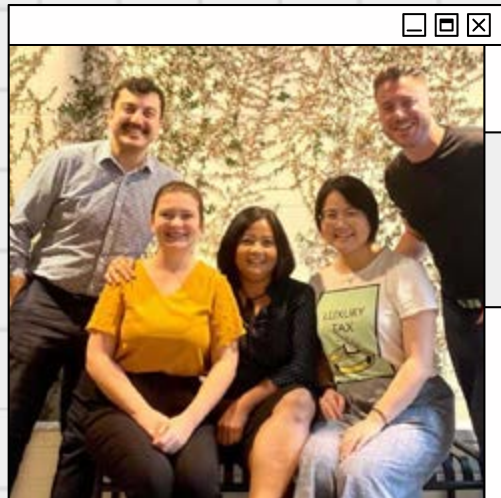


W: 150 PX  
H: 150 PX



Some things that we've kept, changed and improved directly off the back of the team's Officevibe feedback:

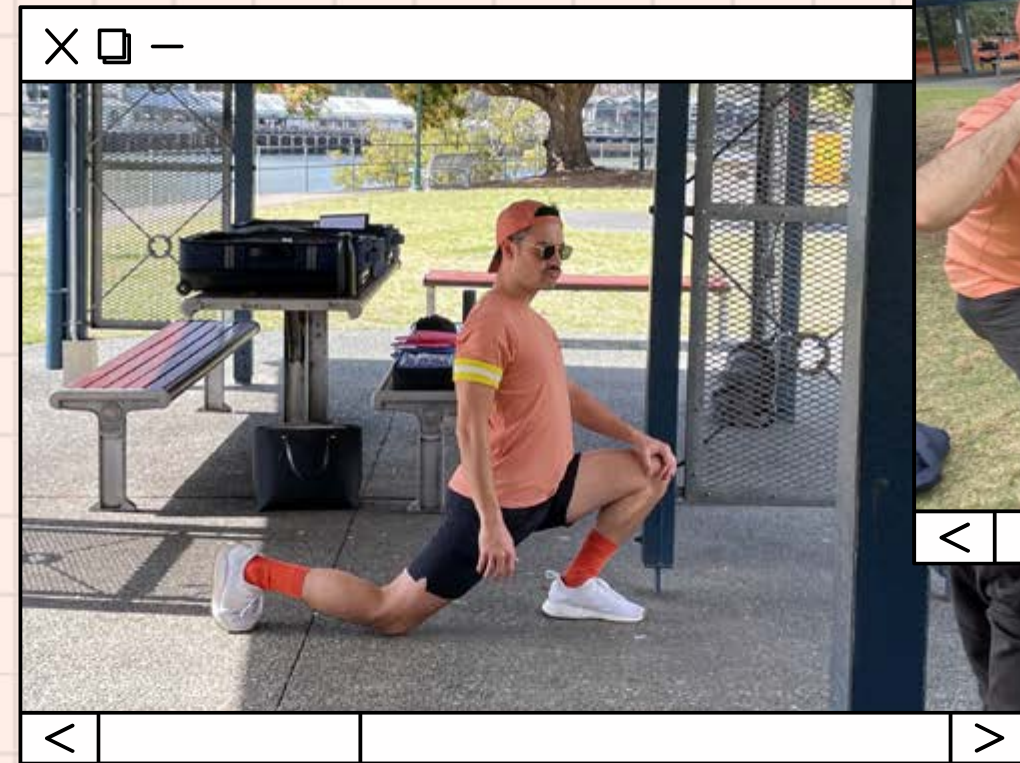
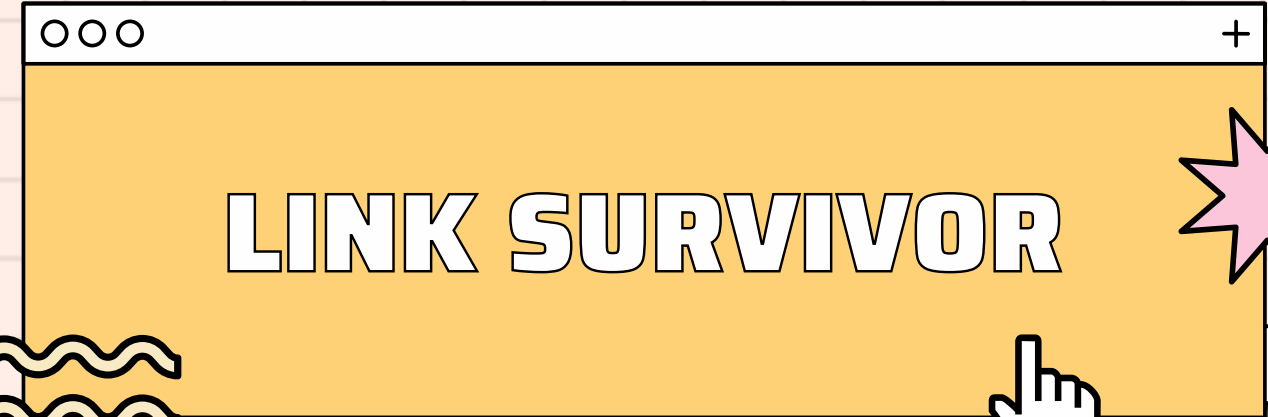
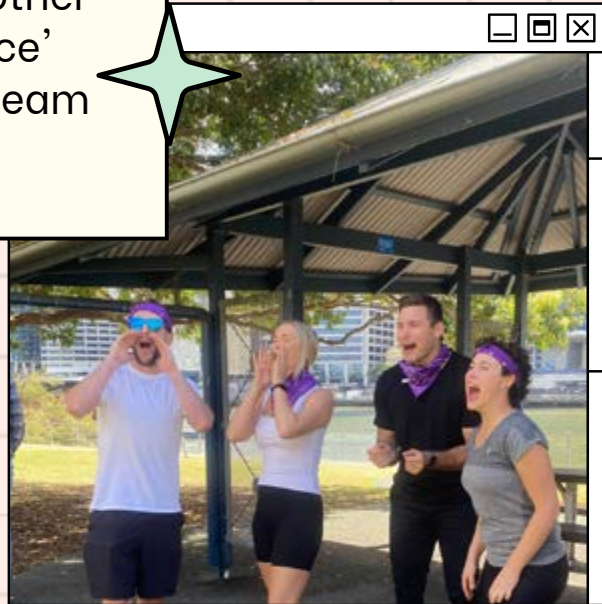
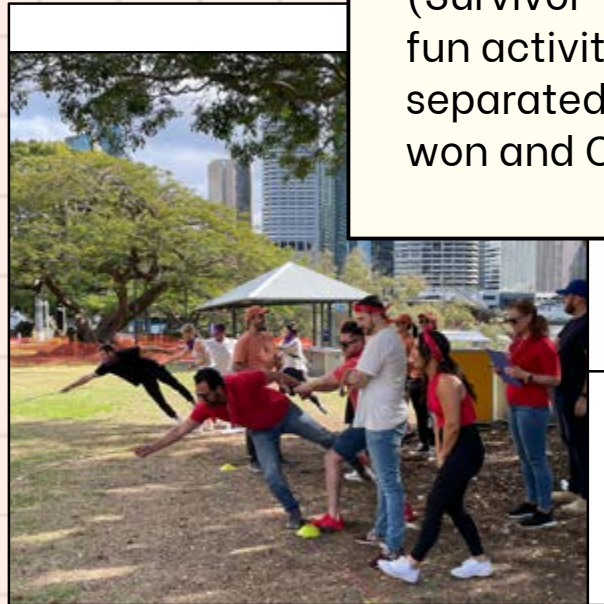
- Salary sacrifice on tech gadgets & devices including the new iPhone
- Team Strategy Days
- Enhanced our regular one on one process
- My GSD
- Noise-cancelling headphones



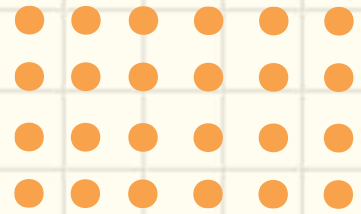
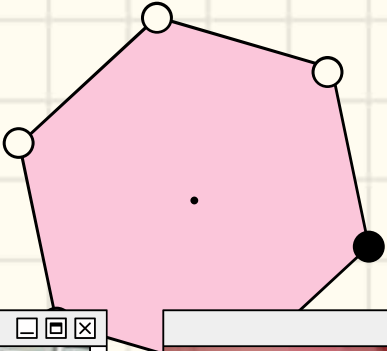
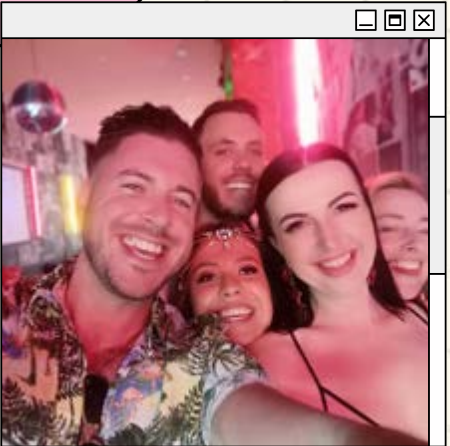
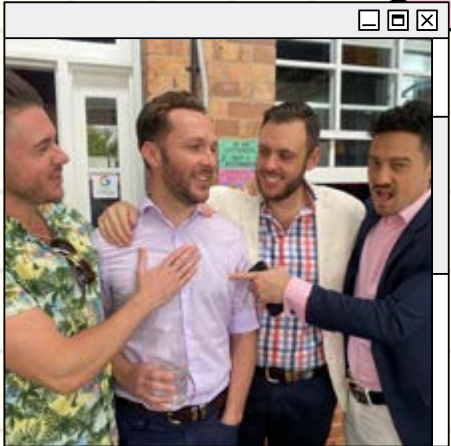
A HAPPY WORKPLACE



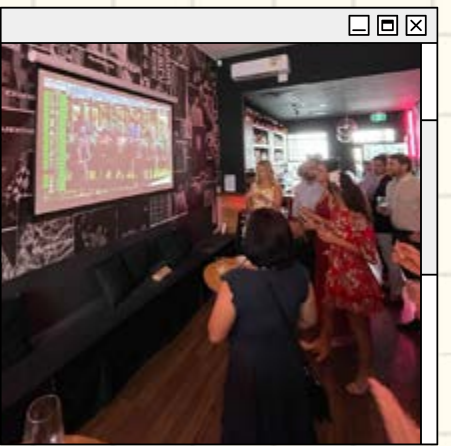
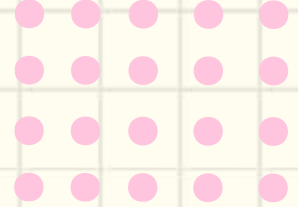
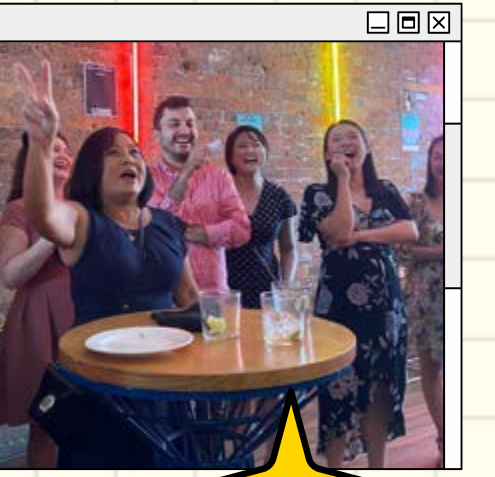
After the huge success of The Amazing Race, we went down the same path and, once again, split ourselves into 4 teams. Only one could emerge the victor. Down at Captain Burke Park, underneath the iconic Story Bridge, our teams battled it out (Survivor-style) with puzzles, slingshots, and other fun activities until a tight final 'step counter race' separated the winners - where Brad's Orange team won and Chris' team came last.

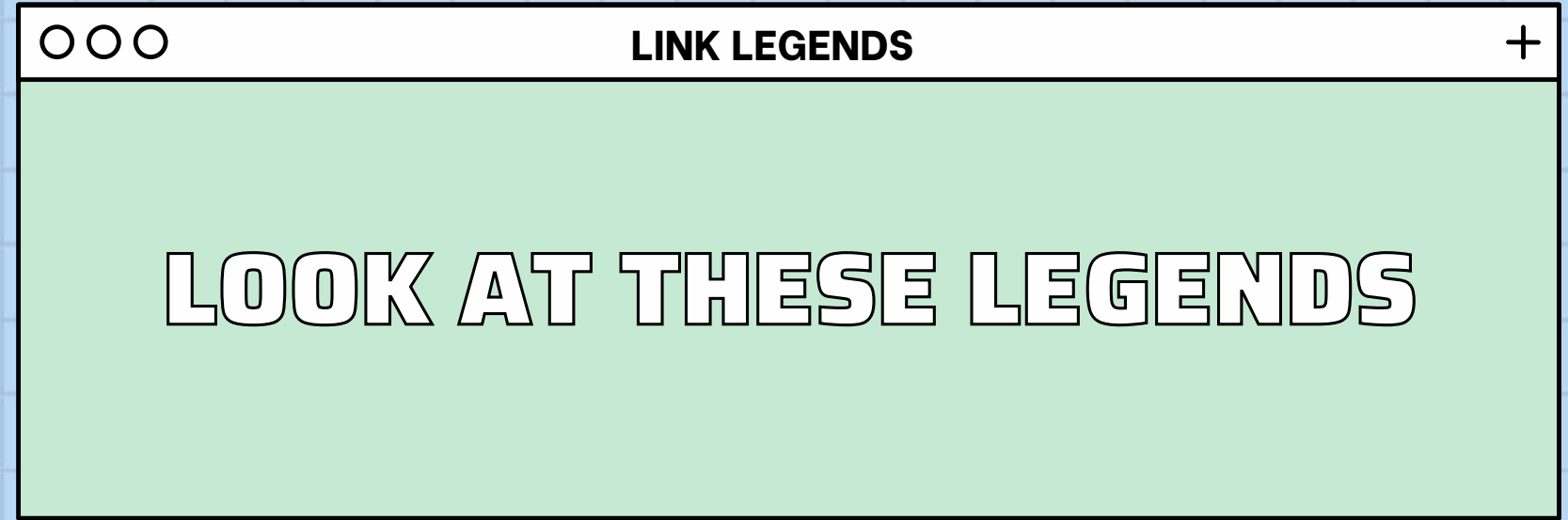
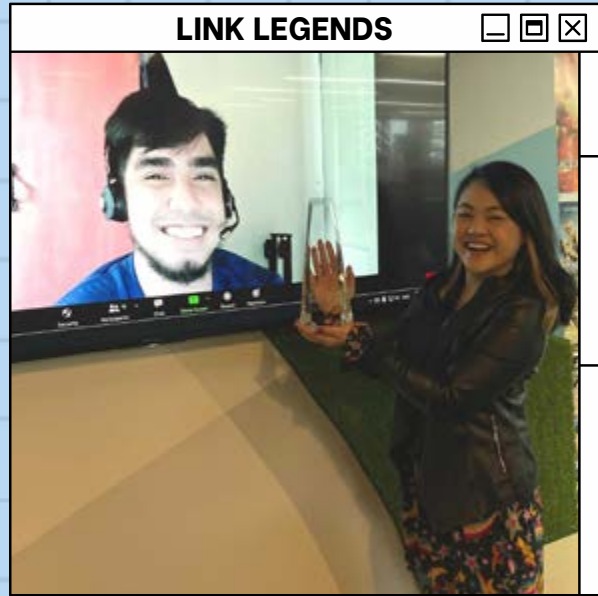


# MELBOURNE CUP



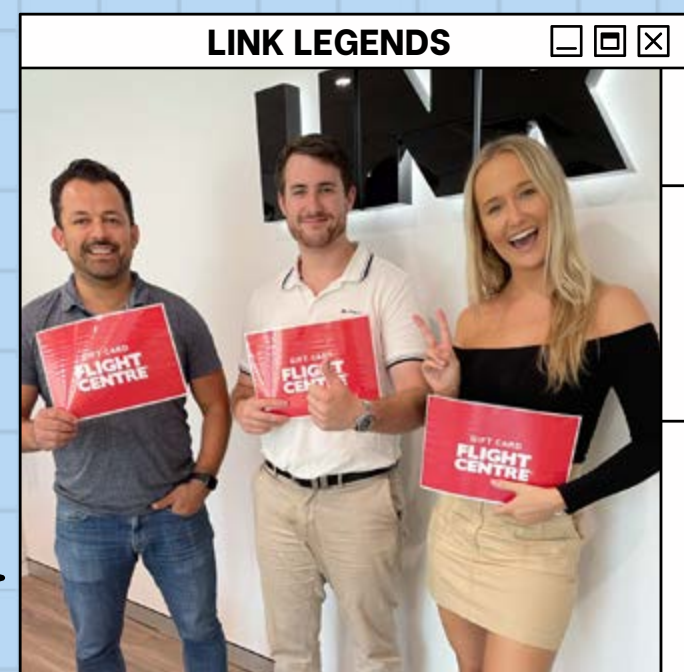
One thing was certain this year at Melbourne Cup – there were no sunburnt necks, faces, or backs! This year, we celebrated the big race at Queens in the Valley with great food, copious amounts of drinks, and a bucket load of laughs! Lwin came out on top and won the office sweeps!

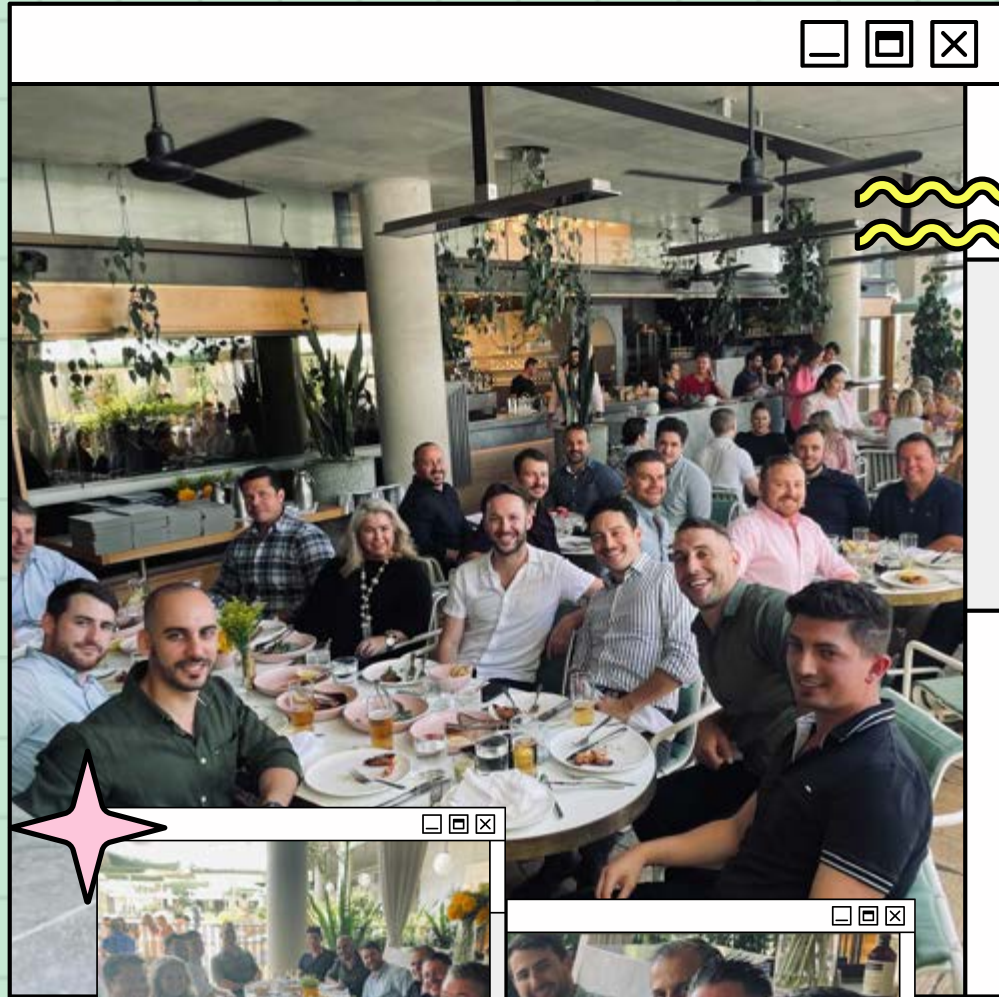




Go Hazel, Berna, Franklin & Josh!

The voting has never been so tight! With 2 people, Hazel & Berna, taking out the win together in March and another PH winner, Franklin winning in July. Newbie Josh came in strong and took out first place in November - just 4 months after joining the Pixel team!





Thanks to all of our amazing partners who came to celebrate a fantastic year of business with us!



SAVE



INAUGURAL REFERRAL  
PARTNER LUNCH AT  
HELLENIKA

### New LV Google Review APP Aug 31st at 2:51 PM

A 5 star review was just left by J S  
Comment: Amazing! Fantastic! An absolute joy to work with! I cannot stress how great Hugh Dellit from Link Advance is as a mortgage broker. From first meeting Hugh is very professional and extremely knowledgeable. You feel safe knowing he'll get you the absolute best deal possible! I highly recommend getting in touch with Hugh if you need a solid, reliable and down to earth broker. I will definitely be reaching out when buying more property in the future.

Are you googling "best mortgage broker" and scrolling through site after site like I was? Stop! Contact Hugh now and know you're in good hands.

🏆 11 🍷 2 🧡 2 🗨️ +

5 replies

**Hugh Dellit** 3 months ago  
Shut it down guys. No one will ever get a better review than this. 🤔

**Dante Garcia** 3 months ago  
EPIC

**Hazel Anthony** ✖️ 3 months ago  
Man, what's the going rate for your reviews @huggy? Are you paying \$50 per word or per character? 🤔 Side note: I liked another review you had from another client which is my favourite ❤️

**Hugh Dellit** 3 months ago  
No money exchanges hands. The client gets to talk to me and listen to my jokes, which is infinitely more valuable than money.

👍 1 🗨️ +

**Hazel Anthony** ✖️ 3 months ago  
You need to bring back your exclusive Huggy "gift vouchers" back 🤔

❤️ 1 🗨️ +

### New LL Google Review APP Sep 24th at 8:02 AM

A 5 star review was just left by emme acutt  
Comment: I've just moved into a link living managed property with Lilly as my property manager and I have never had a better experience! Lilly is always fast to respond to my emails and has always been a pleasure to talk to and very helpful. My experience with link living is the best I've ever had!

❤️ 19 🍷 4 🗨️ +

6 replies

**Lilly Tichborne** 2 months ago  
Yayyy! Happy Friyay!

**Hazel Anthony** ✖️ 2 months ago  
Yay, Lilly! 🍷

❤️ 1 🗨️ +

**Elle Green** 2 months ago  
Go girl 🏆

**Mariah Clarkson** 2 months ago  
Go Lil

**Lilly Tichborne** 2 months ago  
@Brad We are officially 5 stars on Google 🤔

👍 4 🍷 1 🗨️ +

**Chris Tinta** 2 months ago  
Epic @Lilly Tichborne

❤️ 2 🗨️ +

### New LA Google Review APP Oct 18th at 6:32 PM

A 5 star review was just left by Jared Tredly  
Comment: Incredibly professional and reliable - but also making it enjoyable! Running a small business comes with so many challenges but the entire Link team make it a lot better. I've worked with several accountants prior to Link, but have been with link for years now - consistent!

👍 6 🗨️ +

### New LP Google Review APP May 12th at 8:52 PM

A 5 star review was just left by Heston Russell  
Comment: I'm not often impressed, let alone easily, however the brand strategy process and insights for the team really were so professional and structured with blended experience and creativity that I never expected. I not only thoroughly enjoyed the process, but was quite humbled by the expertise and diligence throughout each step of the process - with it feeling engaging, informative and innovative the whole time.

The results speak for themselves - [hestonrussell.com](https://hestonrussell.com)

👍 8 🗨️ +

4 replies

**Chris Tinta** 7 months ago  
Epic 🍷

**Hazel Anthony** ✖️ 7 months ago  
YASSSS, @Juan 🍷

**Juan Troncoso** 7 months ago  
Yayyyyy!!!!

### New LA Google Review APP Nov 19th, 2020 at 9:11 AM

A 5 star review was just left by Cameron James  
Comment: We've been with Link for many years and have experienced their growth along with ours. Link, and most importantly Angie & Elle, have been unbelievably professional and supportive through COVID and have shown their true quality under this pressure. We recommend Link to anyone serious about their business and it's future. They are, and continue to be our most important partner and I look forward to many years ahead.

👍 18 🗨️ +

**LINK**  
Advisors.

251

5.0



**LINK**  
Advance.

125

5.0



**LINK**  
Pixel.

87

5.0



**LINK**  
Living.

78

5.0



**LINK**  
Books.

105

4.9



**LINK**  
Coworking.

40

5.0



Total

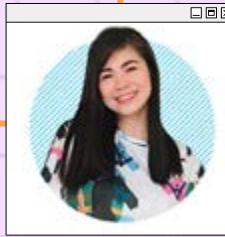
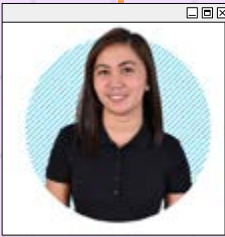
686

5.0



GOOGLE REVIEWS

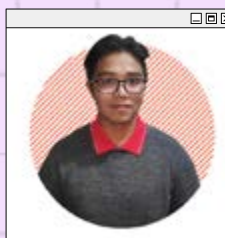
686 epic Google Reviews across the group! That's a lot of happy clients!



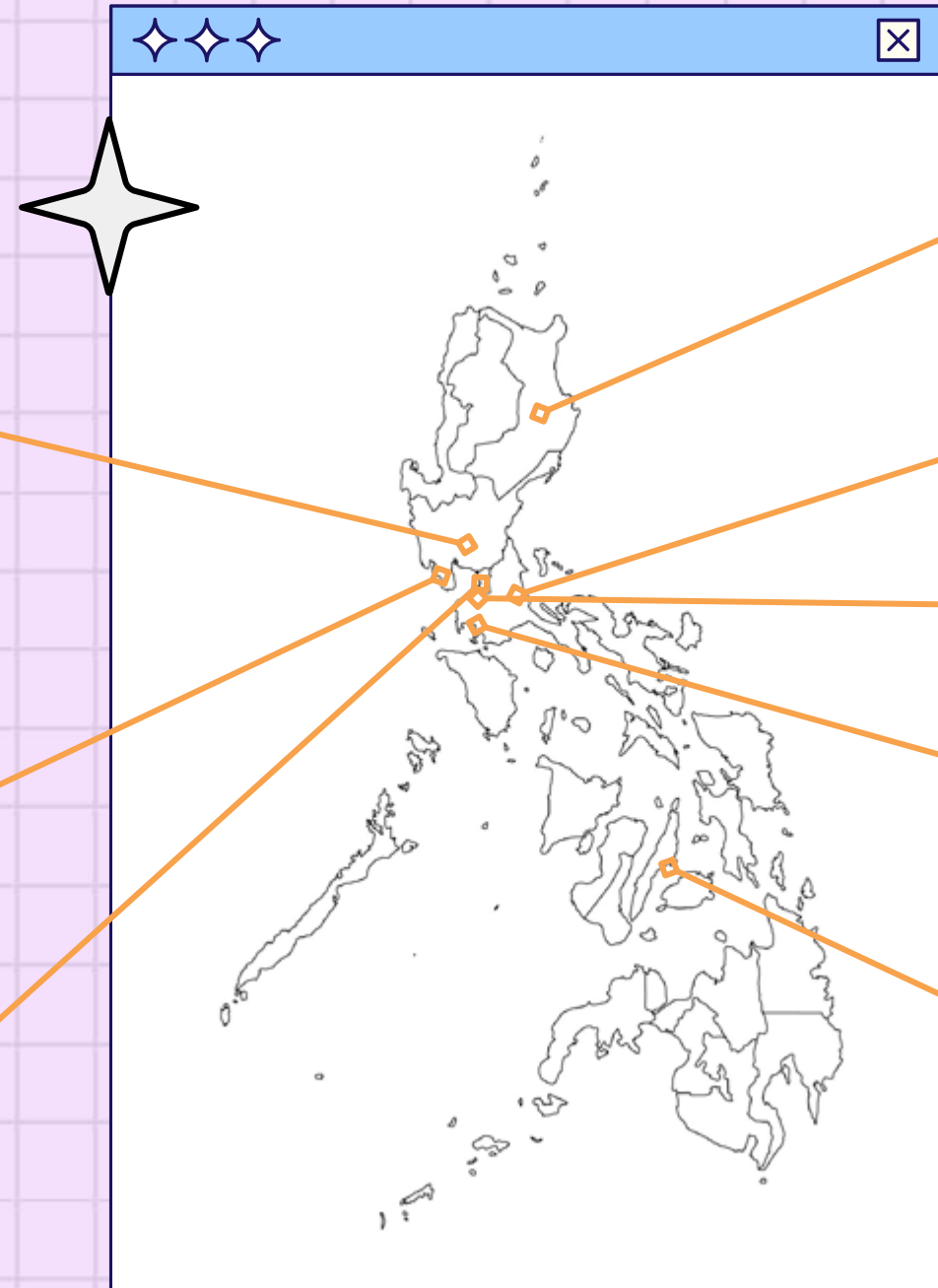
Berna, Ysmael,  
Jerwin, MJ and Lou  
live in Pampanga



Jayson lives  
in Bataan



Macky lives  
in Manila



Beng lives  
in Isabela



Marie lives  
in Rizal



Anne lives  
in Cavite



Rod lives  
in Batangas



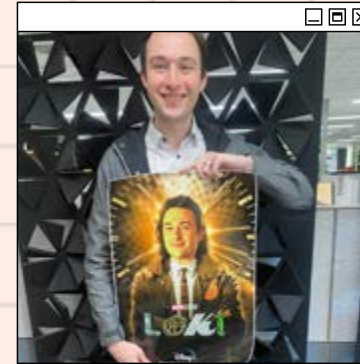
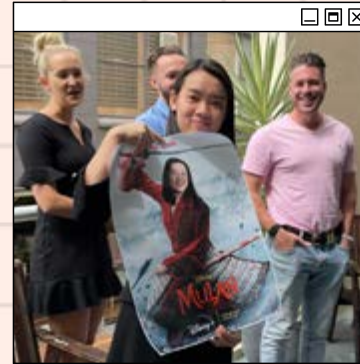
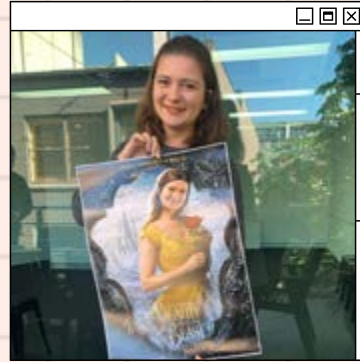
Franklin lives  
in Cebu



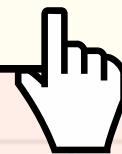
OUR PHILIPPINE  
FAMILY

The Philippines, officially the Republic of the Philippines, is an archipelagic country in Southeast Asia. It is situated in the western Pacific Ocean, and consists of about 7,640 islands.

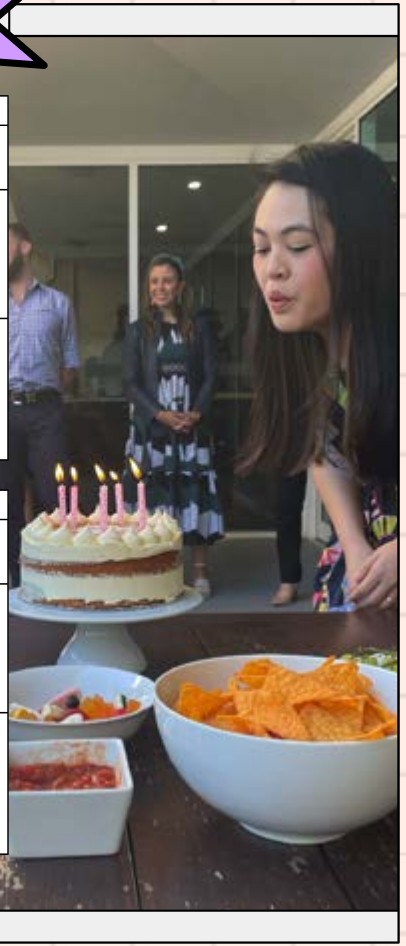
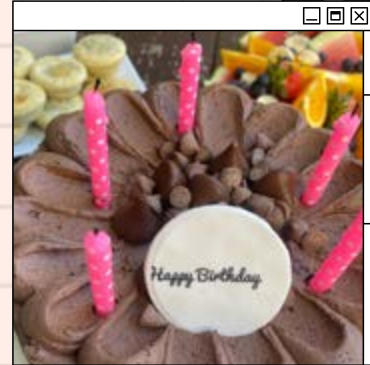
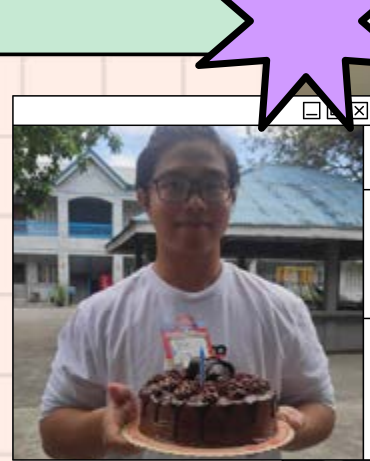
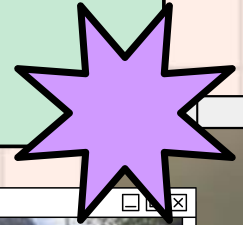




The year of Superheroes, Villains and Disney characters. New look for Chris? Who reckons he should grow his hair long and dye it blonde?!



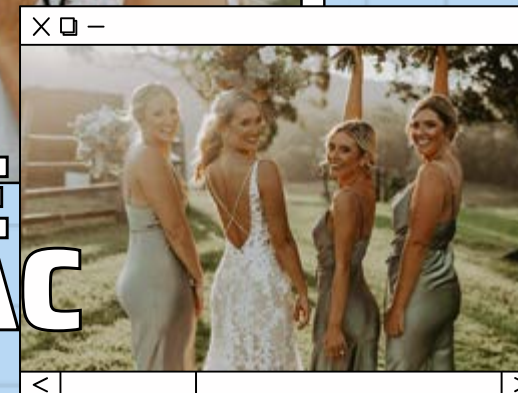
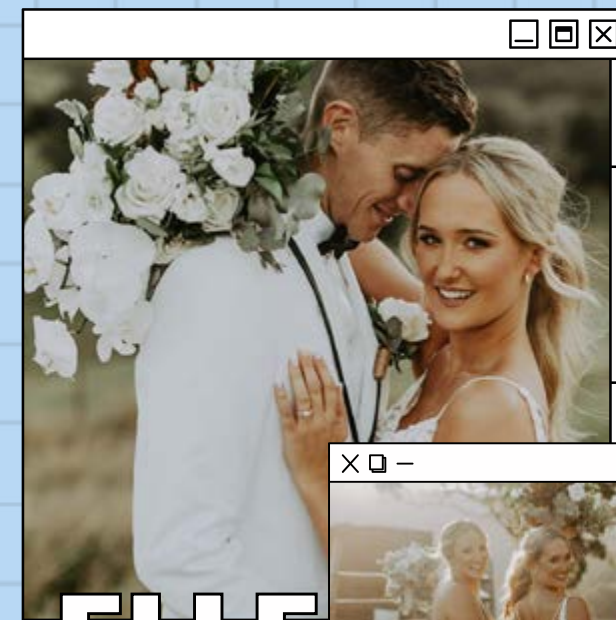
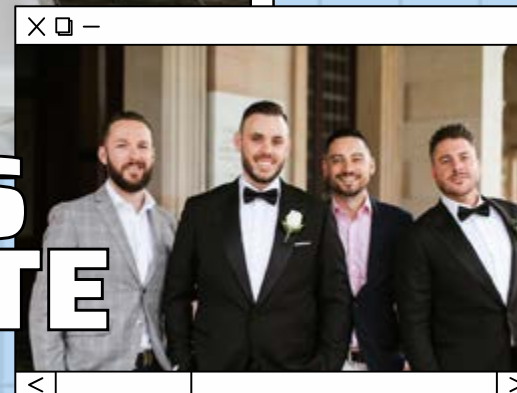
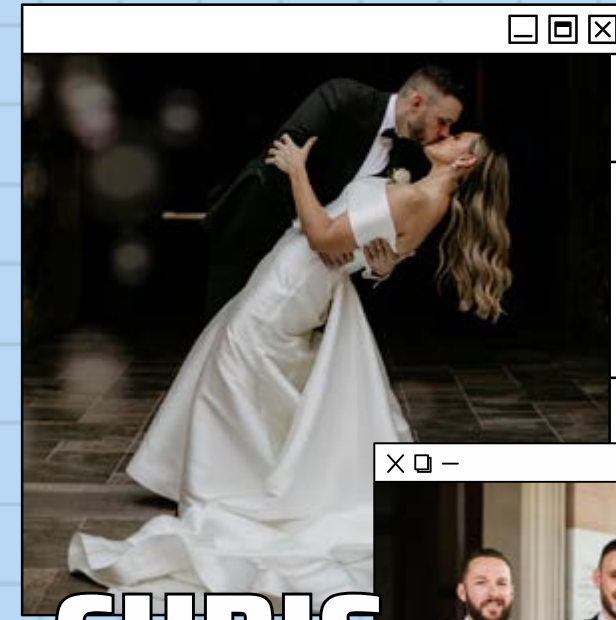
HAPPY BIRTHDAY



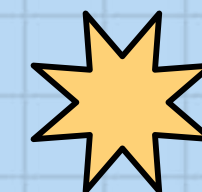


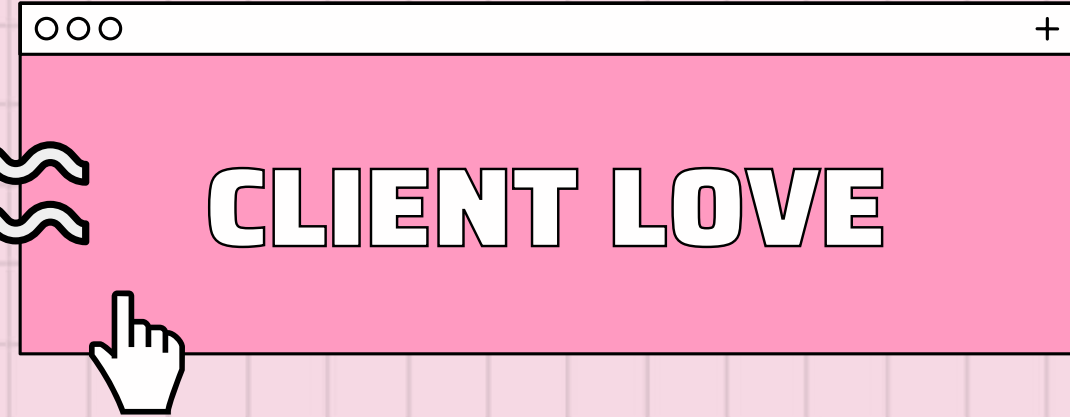
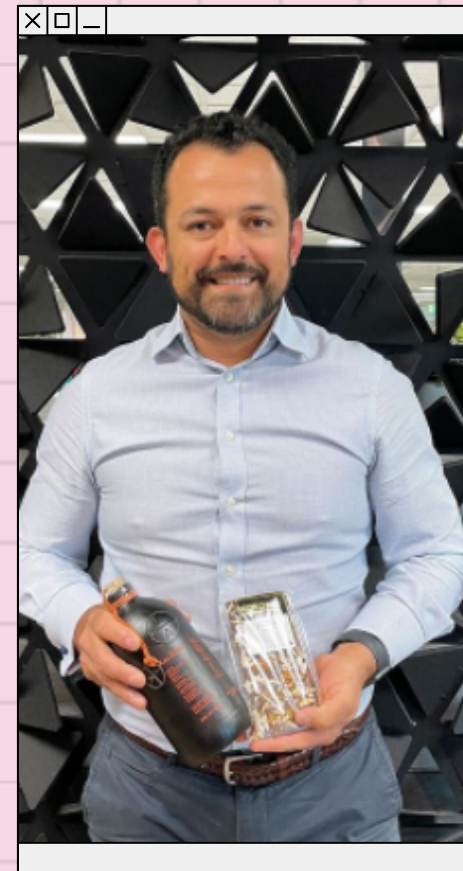
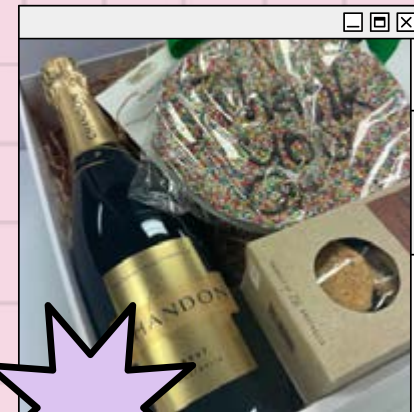
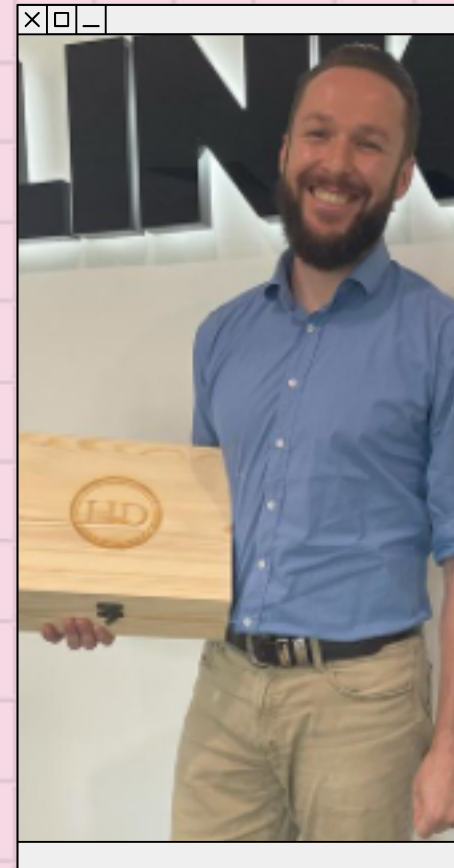
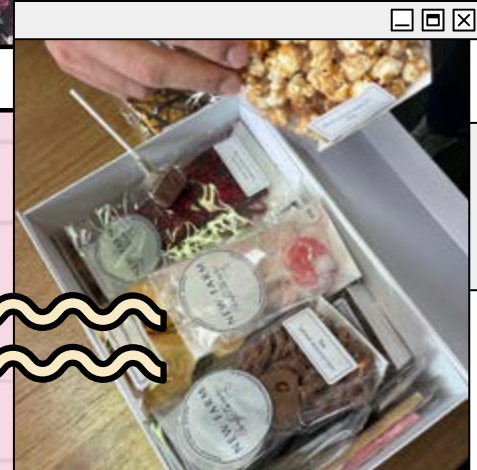
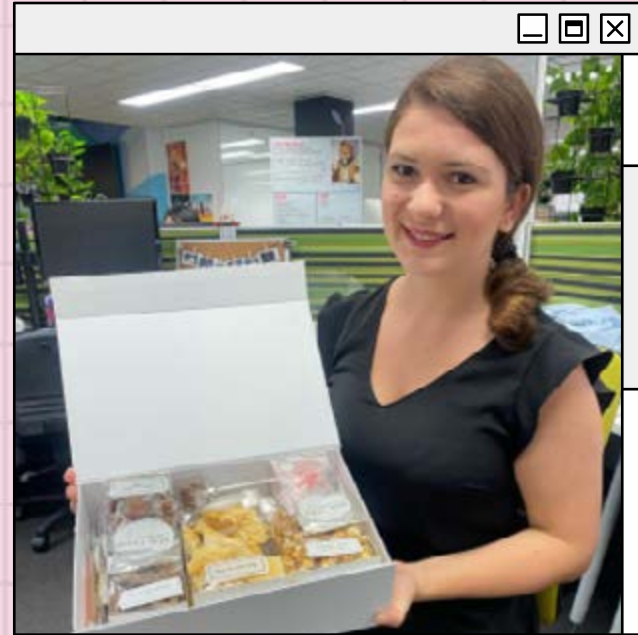
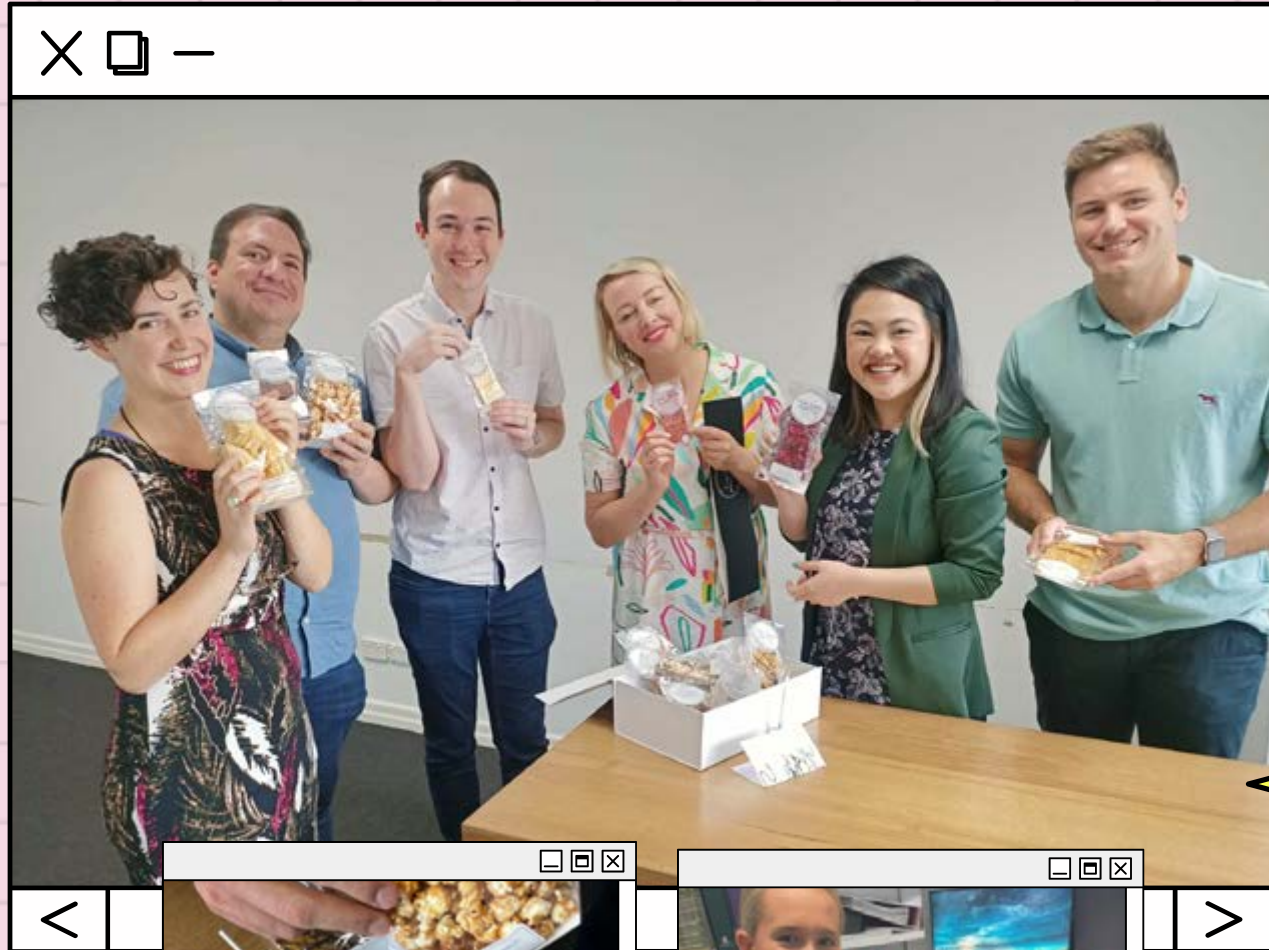
Love is in the air here at LINK. As well as being born on the same day, Chris & Elle decided to get married in the same year. Elle's wedding was in April and Chris' was in May.

There has been plenty of LINK baby news this year! We can't wait to see them grow up.

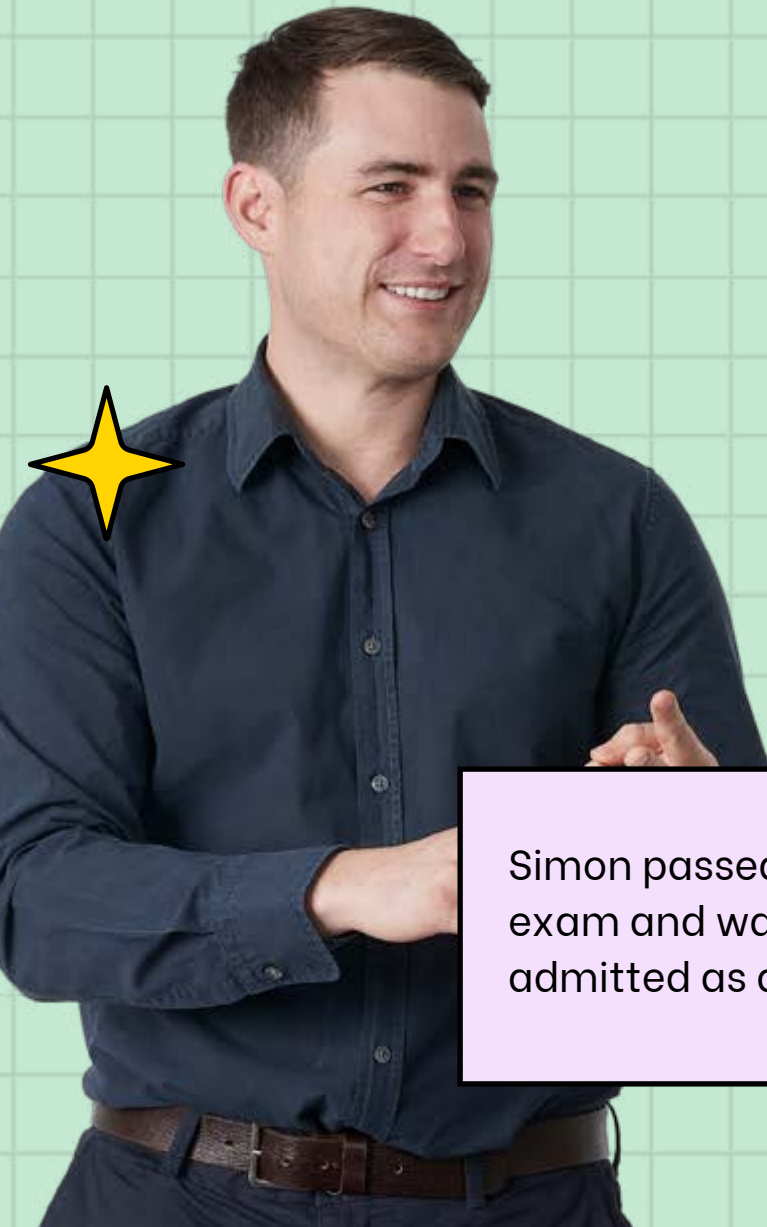


LINK FAMILIES





UPLOAD



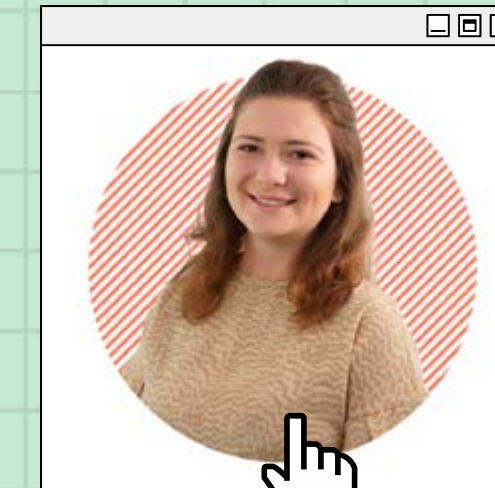
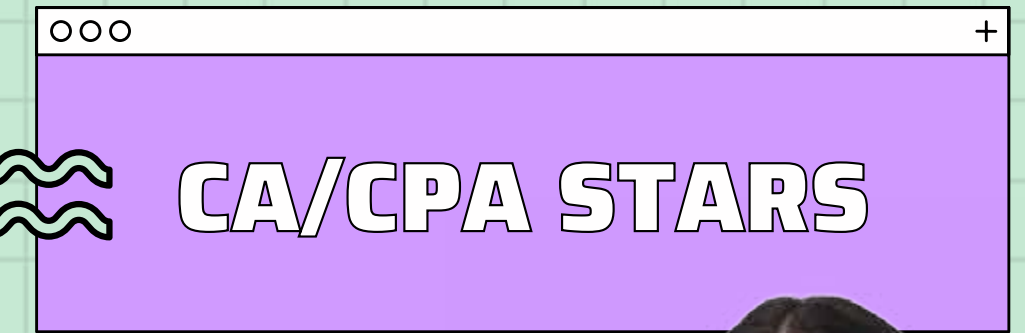
Simon passed his final exam and was admitted as a CA.



Angie has one year left to go to become a CA.



Elle was featured in the CA Magazine!



Paula + Ale are starting their CA.



# TIME TRAVEL

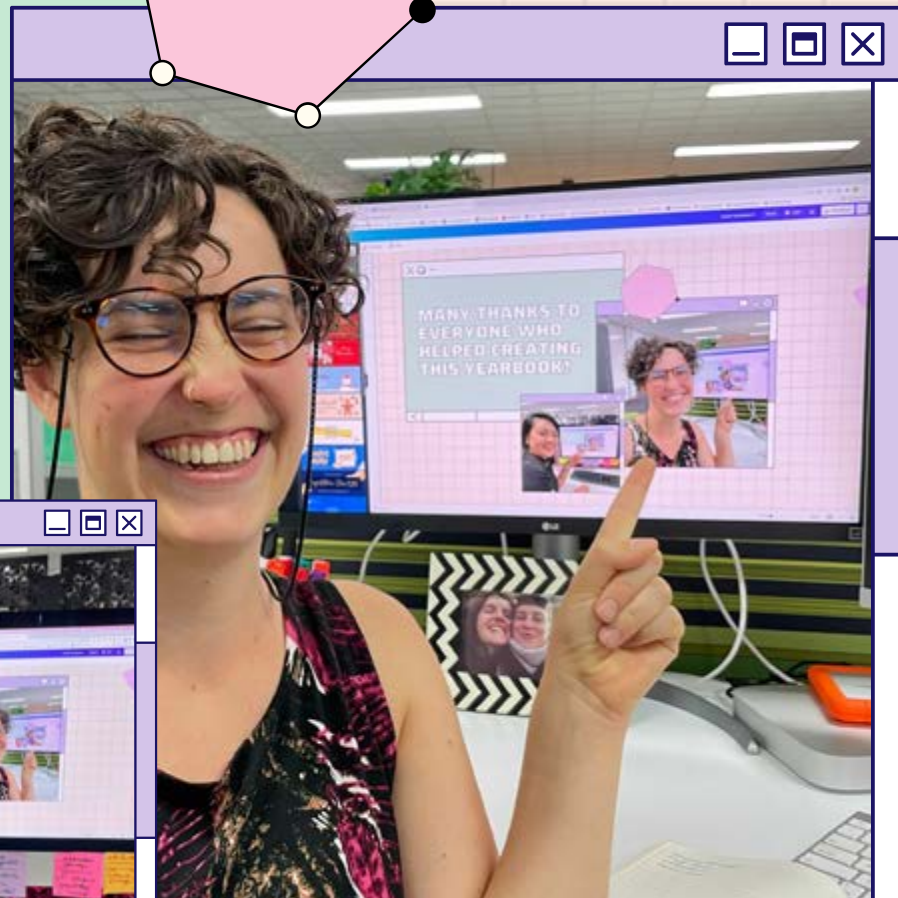
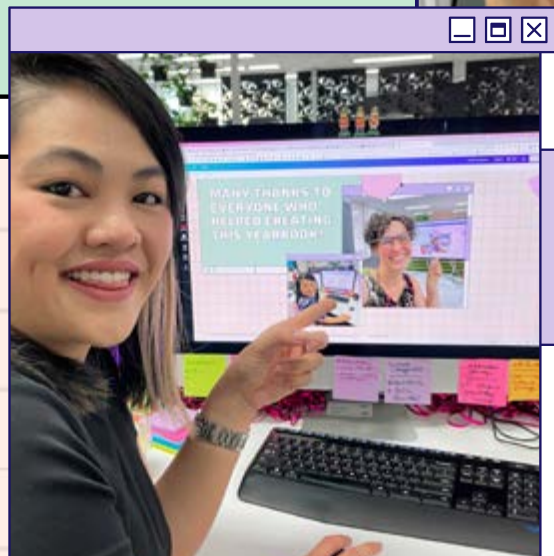


L-R: Brad, Chris, Dante, Elle, Franklin, Hazel, Helen, Hugh, James, Jayson, Josh & Ru.



L-R: Macky, Lotte, Marie, Matt, Lou, MJ, Mariah, Lilly, Paula, Rhonda, Tessa, Juan, Ale, Amir & Beng

EPIC THANKS TO  
EVERYONE WHO  
HELPED CREATE  
THIS YEARBOOK!



SPECIAL THANKS TO...

**Chris** – for tracking all of our special LINK moments throughout the year.

**James** – providing the best selfie shots.

**Mariah** – for collating content and compiling all images.

**Franklin** – for helping with the map of the Philippines.

**Jerwin** – for putting everything together and making this look epic.

**Helen** – for being the amazing designer that she is #whatwouldhelendo

**Lotte** – for organising and managing this huge amount of content!

**Hazel** – for last minutes checks to get the yearbook done in time for print.

PHEW!

