



NZ's current market offers a wealth of opportunities for buyers and sellers

The market is flowing with buyers, so now is a great time to sell.

5 steps for selling your business in today's market

It's important for sellers to stay up to date with current business trends and adapt their strategies accordingly.

The path to successful business ownership

It is crucial to approach the process with a strategy in place to ensure a smooth transition.

Market update

Issue 12



LINK Wellington
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Wellington Business Brokers Ltd (Licensed REA08)

Recent business sales



SOLD

Managed Cafe

WELLINGTON
\$895,000



SOLD

Restaurant & Deli

WELLINGTON
\$1,490,000



SOLD

Safety Business

WELLINGTON
\$295,000



SOLD

Fish 'n Chips

WELLINGTON
\$148,000



SOLD

Hair Salon

WELLINGTON
\$575,000



SOLD

Glass Business

MASTERTON
\$375,000



SOLD

Niche Retail

PALMERSTON NORTH
\$370,000



SOLD

Magnolia Trading Co.

WELLINGTON
\$245,000



SOLD

Security Business

WELLINGTON
\$795,000



SOLD

Paper Plus

MASTERTON
\$980,000

Market Update

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Business owners & aspiring entrepreneurs will be glad to know that New Zealand's current market offers a wealth of intriguing opportunities for buyers and sellers alike. Steven Matthews, New Zealand's Business Development Manager at LINK has noted some strong trends & shares valuable insight to richen our collective understanding of the prevailing business environment.

One of the most significant & relevant trends is the recent rise in buyer activity. "We're witnessing a steady increase in buyer enquiry levels month on month, which indicates an active & thriving business climate," Steven assures. As a result, serious buyers are becoming more confident in their pursuit of entrepreneurial goals and are shifting their focus from traditional real estate investments to the acquisition of strong businesses. Banks are playing a pivotal role in supporting these aspirations, with favorable lending conditions that facilitate acquisition, growth and expansion.

New Zealand's current market offers a wealth of intriguing opportunities for buyers and sellers alike

Stressing the importance of timing, Steven states that the biggest mistake that sellers could make today is missing the window of opportunity they're currently sitting in. "The market is flowing with buyers, so now is a great time to sell," he says. "Far too often, sellers unfortunately focus solely on the dollar & misjudge the timing. The present market conditions offer a prime opportunity for sellers to achieve better results due to the heightened competition among buyers. The time to act is now!

For buyers, Steven offers some valuable advice regarding the quest for the "perfect" business. Most importantly, he acknowledges that there is no such thing! "The perfect business doesn't exist. If you find a business that ticks most of your boxes, back yourself and proceed," he says. He went on to emphasise, "Successful entrepreneurs rarely look back and regret the price they paid for a good business,"

With escalating levels of buyer enquiry, ready availability of bank funding, increased buyer competition, and rising business confidence levels, the stage is set for both buyers and sellers of businesses to achieve excellent outcomes in the pursuit of their business aspirations.

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Staying Ahead of the Game: How to Sell Your Business in Today's Evolving Market

Selling a business in today's market can be challenging as the business landscape is constantly evolving. It's important for sellers to stay up to date with current business trends and adapt their strategies accordingly.

Here are a few tips on how to sell a business in today's market:

Understand the current market:

Understanding the current market is crucial for adapting to changing business trends. By staying informed about the state of the economy, consumer behaviour, and technological advancements, you'll be able to gain a better understanding of the current market conditions. This knowledge can assist you in identifying opportunities and potential challenges, as well as positioning your business to thrive in the current market.

Embrace technology:

In today's world, embracing technology is an important part of adapting to changing business trends. Using technology can help you reach a wider audience and make it easier for potential buyers to learn about your company. This can include implementing digital marketing strategies such as search engine optimisation (SEO) to increase your online visibility and reach prospective buyers.

Be flexible:

When it comes to changing business trends, adapting to a more flexible mindset is essential. If you are open to different types of buyers and deals, you will be able to explore a wider range of options and increase your chances of finding the right buyer for your business. This could include thinking about

unusual buyers like venture capitalists or private equity firms, who may have different goals and expectations than traditional buyers.

Emphasise the value of your business:

Selling a business in today's market requires learning how to emphasise your company's value. You can set your company apart from competitors and appeal to potential buyers by emphasising its unique value proposition, such as a large customer base, proprietary technology, or strong brand recognition.

Showcase the business's potential:

Showcasing the potential of the company is an important step in adapting to changing business trends. You'll be able to demonstrate the value of your business and attract buyers who are looking for a business with a strong future and clear opportunities for further growth and expansion.

In today's market, selling a business necessitates a strategic approach as well as a willingness to adapt to changing business trends. Sellers can increase their chances of success and close the deal with the right buyer by understanding current market conditions, embracing technology, being flexible, emphasising the value of their business and showcasing its potential.

“It takes as much courage to sell a successful business as it does to build one.”



How To Succeed When You're Taking Over A Business

Taking over a business can be an exciting and challenging experience, but it is crucial to approach the process with a strategy in place to ensure a smooth transition. Here are some pointers to help you successfully take over a business:

Understand the business:

In order to successfully take over a business, you must first understand what it is you want in a business and if this particular business is the right fit for you. Research all current operations, products, services, and customers of the company. Study the market, industry, challenges, and opportunities that face the business.

Develop a plan:

One of the first steps you should take when transitioning to business ownership is to create a plan. Once you've determined your goals and how you intend to achieve them, you can take the necessary steps to take over and run the business. This plan should include details such as your growth opportunities, plans for dealing with any challenges or issues that the business may face, your overall vision for the future of the business, and an exit strategy.

Communicate with the current owner:

If you can establish a clear line of communication with the previous owner/s, take advantage of this opportunity to learn more about the business. Profit from the situation by learning what their motivations and goals are for selling the business. You will gain valuable insight into the previous owner's point of view, a unique understanding of the business, and the ability to identify any potential areas of concern or opportunity.

Assess the team:

One of the many factors that contribute to the

success of a business is the staff. Take the time to understand each employee's capabilities and strengths, assess the team to determine which employees are critical to the company's future success, and plan how you will manage to retain these team members.

Understand the legal and financial aspects:

Before you take over a business, you need to understand the legal and financial aspects of the situation. This includes reviewing contracts, agreements, and outstanding debts or liabilities. You will need to review accounting practices as well as financial statements; this will help you determine what you can do to improve the company's profitability.

Be prepared for challenges:

As a new business owner you will face a variety of obstacles and challenges, both big and small. You can easily adapt to these situations and put your best foot forwards into the transition by being prepared and approaching the situation with a flexible and solution-focused mindset. No plan is perfect; preparation is key!

Transitioning to business ownership is a unique experience, equal parts exciting and challenging. Being prepared for this process will help ensure a smooth and successful transition. Take your time to plan and be prepared for whatever comes your way.

Are you ready to take over a business?

Here's how to make sure you succeed.

