

# Market Update

Issue 22

A LINK Market Update:

## Why Now is the Best Time to Sell

Whether you're preparing to sell or searching for your next venture, the message from Lisa is clear: now is the time to move.

### Strike While the Iron's Hot: Why Now is the Best Time to Sell

Business owners across New Zealand are currently facing one of the most advantageous selling climates in recent years.

### Maintaining Confidentiality: Protecting Your Business While Attracting Buyers

When it comes to selling a business, confidentiality isn't just best practice; it's absolutely essential.

### Creating a Game Plan: Setting Goals for Your First Business Purchase

When you first set out to buy a business, excitement can quickly turn into overwhelm.



## Recent business sales



**SOLD**

### Import/Export

NELSON  
\$2,000,000 (EOI)



**SOLD**

### Manufacturing

WAIKATO  
\$795,000



**SOLD**

### Home & Garden

AUCKLAND SURROUNDS  
\$450,000



**SOLD**

### Food/Hospitality

WAIKATO SURROUNDS  
\$215,000



**SOLD**

### Food/Hospitality

WAIKATO SURROUNDS  
\$Refer to Broker



**SOLD**

### Service Station

HAMILTON  
\$1,280,000 + SAV



**SOLD**

### Food/Hospitality

GREATER WELLINGTON  
\$590,000



**SOLD**

### Retail General

CHRISTCHURCH  
\$Refer to Broker



**SOLD**

### Food/Hospitality

WELLINGTON CENTRAL  
\$190,000



**SOLD**

### Food/Hospitality

CANTERBURY  
\$Refer to Broker

## MARKET UPDATE | ISSUE 22

# Strike While the Iron's Hot: Why Now is the Best Time to Sell

Business owners across New Zealand are currently facing one of the most advantageous selling climates in recent years. With motivated, finance-ready buyers actively pursuing opportunities, reduced market supply, and favourable shifts in interest rates, the conditions are primed for strong sales outcomes.

Lisa Lloyd, Sales Manager at LINK Business Bay of Plenty, reports continued momentum—momentum that's delivering real results for sellers who are ready to act.

### Tight Supply, High Demand

While new listings remain below seasonal averages, buyer enquiry remains robust. This supply-and-demand imbalance is working in sellers' favour.

“The **buyer pool** is deep—but listings are scarce.”

“We're seeing multiple-offer scenarios and strong sale prices, particularly for well-presented businesses,” Lisa says. “The buyer pool is deep—but listings are scarce. That creates a powerful position for vendors.”

This shortage of stock is creating a ‘seller's market’—but Lisa notes that this won't last indefinitely.

“We expect listing activity to lift in the second half of the year. Those who move early will stand out and likely secure better terms.”

### Why Timing Is Critical

With interest rates beginning to ease and the economic outlook stabilising, buyer confidence is strengthening. For sellers, the current climate offers a rare blend of conditions that reward readiness.

“Businesses going to market now are gaining strong visibility,” Lisa explains. “If you wait until spring or later, you risk entering a more crowded market, which can soften buyer competition.”

Sellers looking to maximise value are encouraged to begin preparing now—ensuring financials, operations, and presentation are in top shape ahead of the busy summer period.



### Opportunities for Buyers

It's not just sellers who stand to benefit. Buyers, too, are in a favourable position—with a window of opportunity to purchase established, profitable businesses before listing volumes rise.

"As the economy rebounds, we're seeing more people pursue business ownership as a path to personal freedom," says Lisa. "Now is the time to take control and build something of your own."

Financing conditions are becoming more supportive, and competition is already building for quality listings. Prepared, decisive buyers are well placed to secure standout opportunities.

Lisa's advice is simple: be ready.

"There are great businesses coming to market. Many owners are ready for their next chapter—creating space for new owners to step in and grow something exciting." Whether you're preparing to sell or searching for your next venture, the message from Lisa is clear: now is the time to move.

## Maintaining Confidentiality: Protecting Your Business While Attracting Buyers

When it comes to selling a business, confidentiality isn't just best practice; it's absolutely essential. The strength of a successful sale often hinges on maintaining discretion from the very first conversation through to settlement day. Keeping your business sale confidential protects your staff, your customer relationships, your competitive edge, and ultimately, your sale price.

### Why Confidentiality Matters When Selling

#### Safeguarding Business Value

In New Zealand's tightly connected business communities, news travels fast. If word gets out that your business is on the market, it can cause uncertainty among employees, suppliers, and customers.

#### Protecting Commercially Sensitive Information

New Zealand businesses, especially SMEs, often rely on a few key competitive advantages: their client lists, supplier relationships, internal systems, or pricing models.

#### Maintaining Operational Stability

Rumours of a business sale can cause operational headaches. Staff may worry about their job security, leading to lower morale or resignations. Clients may question whether service levels will change. Maintaining confidentiality ensures your business keeps running smoothly right up until settlement, protecting your income and your buyer's confidence in the transaction.

### Practical Strategies for Maintaining Confidentiality

At LINK Business, confidentiality is baked into every stage of our process. Here's how we recommend business owners approach it:

#### Use a Professional Business Broker

Selling a business is not like selling a house. The right broker acts as a discreet intermediary, fielding buyer enquiries, marketing without identifying your business, and ensuring confidentiality agreements are signed before any specifics are shared. A broker can also help you discern which buyers are serious and have true potential in purchasing your business, ensuring you don't handover business information to someone who is simply window-shopping the market without real intent to buy.

#### Secure Non-Disclosure Agreements (NDAs)

Every prospective buyer should sign a legally binding Confidentiality Agreement before receiving any detailed information. This is standard practice in New Zealand, protecting your sensitive information under contract law.

#### Use "Blind" Business Profiles

Early marketing materials – like online listings – should be anonymous. They highlight the strengths of the opportunity (e.g., "Profitable North Island Manufacturing Business") without revealing details that could easily identify the business.

\*\*Read the full article here - <https://linkbusiness.co.nz/maintaining-confidentiality-protecting-your-business-while-attracting-buyers/>



**Confidentiality is Not Just About  
Secrecy, It's About Strategy**



# Creating a Game Plan: Setting Goals for Your First Business Purchase

When you first set out to buy a business, excitement can quickly turn into overwhelm. At LINK Business, we see it time and again: buyers who succeed are the ones who take the time to create a clear, practical game plan. Knowing exactly what you're looking for, and why, is your sharpest tool in making a smart, confident purchase.

## Why Goal Setting Matters

Buyers who set clear objectives are significantly more successful.

When buying a business, vague intentions like "find a good opportunity" simply won't cut it. Specific, measurable goals sharpen your focus, guide your due diligence, and help you avoid costly mistakes.

The New Zealand SME market is full of opportunities, but not every business will be the right fit. Clear priorities protect you from being sidetracked by businesses that don't align with your vision, lifestyle, or financial targets.

## Understand Your Motivation

Start by asking yourself: Why do I want to own a business?

Common motivations include financial independence, greater work-life balance, passion for a specific industry, or the desire to build and grow something valuable. Each will shape the type of business you should target.

Some sectors and business types, particularly fully-managed and semi-managed business, such as could appeal to you if you are a lifestyle buyer looking for work-life balance.

If you are growth-focused, you may gravitate towards scalable opportunities with a technology advancement mindset, or owner operator business structures.

Knowing yourself and what drives you is essential to helping you choose an opportunity that is aligned with your ambitions.

**Clarify Your Financial Parameters**  
Setting financial boundaries early is essential. Determine:

- Your available capital
- Your borrowing capacity
- Your maximum price limit
- Your expected return on investment (ROI)

Bear in mind, the purchase price is only part of the equation. You'll also need to consider working capital requirements, stock or inventory levels, lease costs, staffing, and any immediate upgrades the business may need.

## Define the Ideal Business Profile

Create a checklist that covers:

- Industry: Where do you have experience or strong interest?
- Location: Are you willing to relocate, or is staying local important?
- Size: What turnover, profit margins, and staffing levels are manageable for you?
- Business Model: Retail, services, manufacturing, B2B, or B2C?

*\*\*Read the full article here - <https://linkbusiness.co.nz/creating-a-game-plan-setting-goals-for-your-first-business-purchase/>*

The numbers just keep getting **better and better**



**\$2b+**

of businesses listed on our global websites

**250+**

businesses sold globally per month (avg)

**3,000+**

businesses for sale internationally

**73%**

of buyers think about buying a business for up to three years

**79%**

of buyer prefer an established business

