

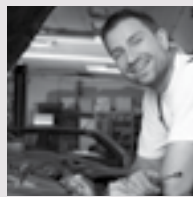
# market review

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## Verified Business Broker Of the Year 2018

### 07 Meet Dion Evershed

You're in safe hands. As a seasoned and versatile sales professional in the Verified team, I can offer extensive commercial experience, local market knowledge and a real passion for the industry.



# Market Report



## BUSINESSES FOR SALE ON THE SUNSHINE COAST HAVE AN ADVANTAGE!!

There is little doubt that no matter what category a business fits into, they are generally demanded by a range of buyers who require solid earnings and want to move to the Sunshine Coast region for lifestyle reasons. This is not to say there are no buyers or sales made to those seeking investment type businesses that are managed or semi-managed either, as we often see sales and good enquiries from buyers who wish to simply invest in a money-making venture rather than leave their money in the bank. The point is, if you have a business on the Sunshine Coast you have an advantage. It is more attractive to buyers seeking a 'work-life' balance due to the salient features of the area, over most other locations in Australia. Because of this, and future sellers should note, competition is often created between local buyers and outside buyers.

Furthermore, we are not just talking about food and hospitality businesses here. We sell businesses from the tens of thousands into the millions across a broad range of industries, and due to the nature of the region and the volume of tourist dollars that flow into it, many businesses sold on the coast are in the food and hospitality industry, that's a fact. However, the region has many other business sectors that are strong and are demanded by buyers. These sectors often intersect or overlap somewhat such as service-based, import/wholesale/distribution, retail, home-based, manufacturing and mechanical businesses. Past sales at Verified Businesses have demonstrated that not everyone wants to buy a food and hospitality business on the Coast and that there is strong demand for other types of business as well, so if you have 'any kind' of business, large or small, that you wish to sell, give us a call.

The number of small businesses listed for sale in Queensland only increased slightly in the December quarter and seemed to have plateaued, up by around just less than 1% based on Seek Commercial website numbers (Jarot Guide). Enquiries on new business listings in the local market are still quite good however, up 3% in the December quarter compared to the same period in the previous year, as measured by the number of completed confidentiality agreements. Even though business sales have slowed a little in the December quarter and into January and February compared to the same periods last year (mainly due to the banking royal commission and tighter lending conditions for business buyers, a federal election being on the horizon and lower real estate prices in the southern

states) there are still many astute buyers in the market looking for good quality businesses and investment opportunities at most levels. All of the above factors have however put some downward pressure on business sale prices, and make sale times longer.

Businesses with increasing or stable turnovers and profits are in demand. This represents an opportunity for owners of well-established businesses with attractive future maintainable earnings on the Sunshine Coast to enter the market and sell. With an increased likelihood of achieving an outstanding result, as buyers are still out there actively seeking better quality businesses 'with all the ducks in a row'.

**If you are a retiring business owner who is considering selling**, you will know full well a lower sale price may reduce the size of your retirement nest egg, or worse, may even delay retirement itself. **A professionally positioned, marketed and well-presented business may demand a premium over other offerings in the market, if competition can be created for that business.** Our standards are high, we are transparent with our appraisals, there is no smoke and mirrors, and we give you honest and reliable feedback.

**GIVE US YOUR BUSINESS and WE WILL FIND YOU A BUYER!!** At Verified Businesses we are consistently dealing with good numbers of pre-qualified buyers across all sectors. **These buyers generally know what they want, and are ready to compete for your business.** The problem is, WE NEED YOUR HELP, as we haven't always got enough quality businesses to fill this demand instantly.

**Now is a great time to list your Business for Sale.** Many buyers will be seeking to re-establish themselves on the Sunshine Coast through owning a business. Business owners genuinely interested in selling their business, should give us a call for a **free business assessment right now, or visit the Verified Businesses website and pick up our free sellers toolkit.** We can help confirm the likely selling ranges, and help plan a future exit strategy, which in turn helps reinforce decisions on selling or holding your business.

**Craig Campbell**, Principal, Verified Businesses  
**0419 747 709**

# Recent Statistics

Some Recent Numbers from the last 6 months

Fastest Sale Time	3 weeks
Most Popular Industry	Food and Hospitality
Average Sale Enquires per Listing	20 - 35
Number of Buyers on Database	7,445
Sales Prices ROI ranges:	Food & Hospitality 45% - 102%    Home Based 73% - 83%

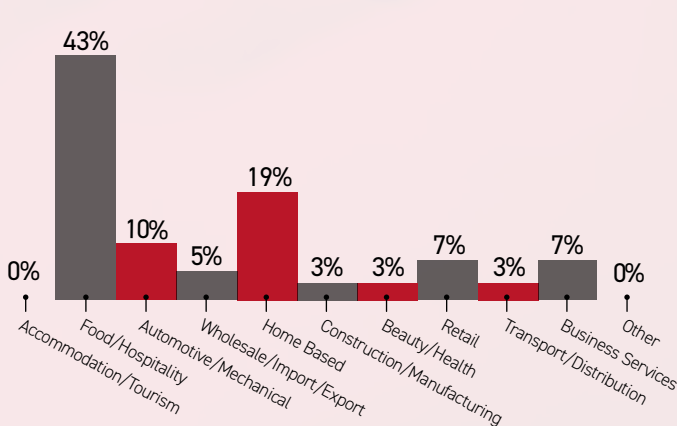
Current Report - December 2018  
Sold last 12 months (Since Jan 2018) —  
by Months on the Market



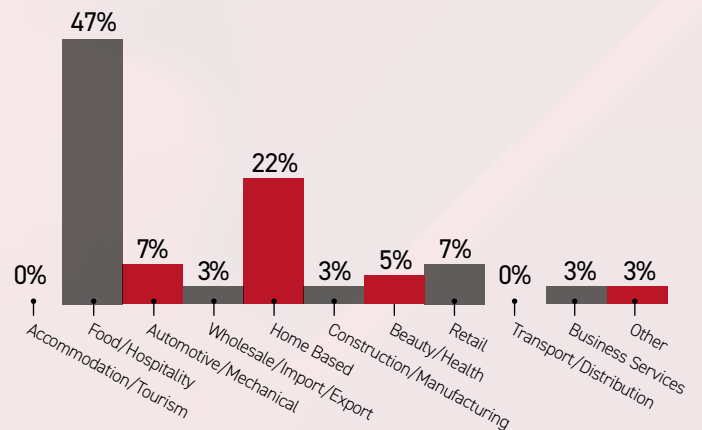
From June 2018 Report  
Sold last 12 months (Since July 2017) —  
by Months on the Market



Sold last 12 months (Since Jan 2018) —  
by Sector



Sold last 12 months (Since July 2017) —  
by Sector



# Sales Stories

## HOW MANY BUYERS ARE THERE FOR YOUR TYPE OF BUSINESS?

I have just sold an auto mechanical, auto electrical and auto air-conditioning business based on the Sunshine Coast. Because the business covers such a wide range of mechanical repairs it would be reasonable to expect that there wouldn't be a large amount of buyers out there for this business.

Once the business hit the market I received a constant stream of enquiries. I had regular inspections with buyers and even ended up with 2 very good written offers on the table at the same time! Unfortunately one buyer missed out, but the business settled and the new owner is happy and things are going well.

What was interesting about this sale was the volume of enquiry that I received was far in excess of what I had expected.

The majority of buyers were qualified mechanics looking to relocate to the region, and there were a few who were considering buying a second business, but I also received a good amount of enquiry from buyers who were not from the industry.

Most of these were looking to invest in a business that could be fully managed so that they did not have to work in the business themselves.



There are buyers out there for every business. Even if you have a specialist business there will be a buyer. As a business broker it's my job to find that buyer.

At Verified Businesses we have a very comprehensive marketing plan to reach as many buyers as we can, and it works!

If you are thinking of selling your business please call me, and let's make a plan to suit the sale of your business.

**Dion Evershed**  
**0414 741 626**

## BRILLIANT THRIVING CAFÉ WITH \$1.2 MILLION TURNOVER!

This was a particularly interesting transaction that I had the great pleasure of being involved in.

The café was owned by an entrepreneurial young couple who had owned several successful businesses before this one and had perfected the art of building an extremely healthy business by using Social Media platforms to market it.

The Café had other unique points of difference as well; the owners worked on the business rather than actively working in it and had great staff and systems in place.

With high turnover and profitability for a business of this type there was a good level of interested buyers. The successful buyer was from overseas and being very successful in business in their homeland, they recognised this was a great opportunity for their first foray into business in Australia.

The contract was signed during a fact-finding trip to Australia and the business settled upon their return to live here permanently just a few weeks later.

Both buyers and sellers were wonderful to work with and there was tremendous, good will throughout the process on both sides.



The sellers were pleased with the outcome as they had other business interests to move on with and the buyers were delighted to secure such a great business allowing them to settle in this beautiful part of the world with a great income stream.

To achieve your next business sale please don't hesitate to contact me and hopefully together we can enjoy a great outcome like this one.

**Creina Holland**  
**0416 255 368**

# Some of our recent Sales



**SOLD BY CRAIG CAMPBELL**  
**"RESTAURANT/CAFE IN 'EAT STREET LOCATION"**

- Buyer from Gold Coast
- Sold for near asking price
- Strong internet enquiry
- Multiple offers; one buyer missed out

**SOLD**



**SOLD BY DION EVERSHED**  
**"ICE CREAM"**

- Busy shopping centre location
- Fun gelato business with happy clients
- New owner is a first time business owner
- Smooth transition between buyer and seller

**SOLD**



**SOLD BY CREINA HOLLAND**  
**"CARPET CLEANING & PEST MANAGEMENT"**

- Long established successful carpet cleaning and pest management franchise business
- Home based with low overheads
- Franchise offers great support and systems with low associated costs
- Experienced purchaser with this franchise - sellers and buyers very happy

**SOLD**



**SOLD BY BRETT BARTON**  
**"OCEAN ST, ASSET SALE"**

- Complete fitout with only minimal to spend
- Located in prime entertainment dining area
- Near new lease assigned
- Sold to local buyers

**SOLD**



**SOLD BY CRAIG CAMPBELL**  
**"NEWSAGENCY"**

- Easy contract
- Solid online enquiry
- Buyer from North Queensland
- Sold near asking price

**SOLD**



**SOLD BY DION EVERSHED**  
**"POOL SERVICE & HEATING"**

- Niche lifestyle business & growth industry
- Long history of successful trade
- Limited buyer pool
- Happy buyer and seller

**SOLD**



**SOLD BY BRETT BARTON**  
**"IT SOLUTIONS"**

- Business sold remotely
- Sold to existing client for market share
- Seller continuing on as manager
- Business to business IT in demand

**SOLD**



**SOLD BY CREINA HOLLAND**  
**"BRILLIANT BAKERY & CAFE BUSINESS"**

- Brilliant location with stunning views down Pumicestone Passage
- New owners are going to revamp the business
- The new business will open with a new licenced model
- It was a long settlement but both buyer and sellers are very happy

**SOLD**



**SOLD BY CRAIG CAMPBELL**  
**"SIX DAY A WEEK LOCAL CAFÉ!!!"**

- Popular listing - sixteen enquiries
- Local buyers
- Quick settlement
- Numerous inspections
- Cash buyer

**SOLD**



**SOLD BY DION EVERSHED**  
**"NOOSA LIFESTYLE CLEANING BUSINESS"**

- Successful niche cleaning business
- Overseas buyers recently moved to Sunshine Coast
- Great staff and systems in place
- Happy buyer and seller with ongoing support

**SOLD**



Selling your business is a serious job.



# The right buyer will buy your business.

I believe the best sale is a planned sale and an exit strategy for a seller is of key significance in a sale process.

No matter the business it will always take finding the right buyer, at the right time, and have the business priced in the right range to get the eventful right result. Over 13 years in business sales on the Sunshine Coast I can honestly say it's very true, just about all businesses will sell, but sometimes all of or some of these factors must come into play.

Having the business listed at the right price or at least within the correct price range sparks genuine interest as soon as it hits the market. Then perhaps a price adjustment is made after enquiries have fallen to again attract interest from new buyers or someone has looked but were not comfortable enquiring at the initial list price. Many highly successful people have often said timing is everything and every now and then this can be the main catalyst to get the right buyer.

As a broker we work with buyers way before they find the right business and its very much about establishing a relationship to understand their specific requirements. Brokers must complete a qualification of the buyer to see what business best suits them and ask about their financial capacity, their history and what businesses they have looked at in the past.

I believe the best sale is a planned sale and an exit strategy for a seller is of key significance in a sale process. It may take time but having your business in



the best position to sell means timing, price and the right buyer can all work together to get a simple and timely sale of your business.

**Brett Barton**  
0408 607 344



# Meet Dion Evershed

You're in safe hands. As a seasoned and versatile sales professional in the Verified team, I can offer extensive commercial experience, local market knowledge and a real passion for the industry.

My role is to work closely with buyers and vendors, listen to their needs, expertly guide them through the sales or purchase process, and enable them to achieve exceptional results.

I began my career in real estate back in 2001, as a sales professional, working for a local residential agency based in Noosa for five years. This was where I established my knowledge base and where my passion for commercial sales really began.

Since then I have also gained hands-on experience in successfully effecting business turnarounds and in rebuilding, restructuring, and managing a successful franchise and its team from the ground up. I offer excellent commercial acumen and firsthand understanding of the operational challenges my clients face. I am not afraid of hard work, or a challenge. So when you list your business with me you can be confident that you have an experienced professional working for you and that you are in safe hands.

Just call me on my mobile if you have any questions, or need advice, and I will be delighted to assist.

**Dion Evershed**

**0414 741 626**



# The Essential Guide for Selling Your Business!!

Putting a successful strategy  
together can save you time and  
money in the long run.

There are several 'key components' to understand and 'essential steps' to follow when selling your business. These include your readiness to sell, the current status of your business, obtaining a realistic guide to what the likely selling ranges are for your business in today's market, gaining an understanding of the process of selling your business and how to prepare your business for that all-important business assessment to begin with. Understanding the buyer pool for your business and establishing the USP for your business, how to prepare your business for sale after considering all the above and getting started with an interview with a licensed business broker that actually sells businesses.

About now, you may be asking yourself, why go through all of this, I have heard that it's a lot easier than that to sell my business. Well that comes back to how well you and your business broker prepare your business for the sale, and how well the sales process is then handled through to settlement. This doesn't mean that all businesses will sell if you follow these essential steps outlined above, but why not give your business the best chance to sell, by knowing what's involved with using the best methods, rather than just putting it up for sale to see what happens.

There is more than meets the eye when selling a business, there's so much more to consider over and above selling a home or property, so having a clear understanding of where you are now, before focusing on where you want to be in the finish is so important.



This essentially is the foundation of putting a successful strategy together, as it can save you time and money in the long run, and help yield a better overall outcome. For expanded details on these essential steps and an action plan for selling your business, call me or one of my team for a business assessment today.

**Craig Campbell**, Principal, Verified Businesses  
0419 747 709

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