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## WELCOME FROM THE DIRECTOR

Aaron Toresen is the Managing Director of LINK throughout NZ, Australia and South Africa through a successful franchise network. Competitive and solutions focused, he is also acutely aware of the value of long term relationships in business.

If you would like to join LINK contact Aaron on +64 9 579 9226 or [aaront@linkbusiness.co.nz](mailto:aaront@linkbusiness.co.nz)

In this issue of *Business Broker*, we explore the pathways and foundations to business growth. For most business owners, there are two ways to grow; organically through increases in market share by new product lines or other strategies, or growth through acquisition. Regardless of which approach is taken, the business must be appropriately funded and risks mitigated wherever possible. Mismanaged growth can often be painful and may have negative effects on your business. Always consider why you are trying to grow, and be sure to plan for working capital requirements and the impact of reinvestment.

Growth can be challenging and is most often uncertain, particularly if the funds for growth are directed towards gaining market share organically. Will the marketing campaigns work? Will the new sales manager and team make the difference? Will new pricing strategies deliver higher volumes? It is precisely for these reasons that growth through

acquisition is an increasingly preferred method to gain market share. When acquiring a business as an add-on or complimentary offering, you will have historical trading records to review, established staff and systems, perhaps a different product or service line and as a result a higher degree of certainty.

Whichever approach you take to grow, be sure to plan your path and have your contingencies in place. We wish you all the best as we head into the Holiday Season, and whether buying or selling a business, we have a LINK broker nearby to assist.

Sincerely,

**AARON TORESEN**  
MANAGING DIRECTOR

# CONTENTS

- 3 Foundations for Business Growth.** Guy Cooper advises owners and buyers on how to tackle businesses affected by the GFC.
- 4 Protect Business Growth from Direct Attack by an Unsuspected Enemy.** Business law specialist Joe Kafrouni explains the importance of a healthy relationship with the business owner.
- 5 The Market Review Process: It Does Work.** Don Gilbert compares three scenarios demonstrating how important market review can be.
- 6 Why do so Many Small Businesses Fail in Australia?** Read how Les Hall can help you to succeed by growing your business to its full potential.

Remain positive and focused.

pg 14



You cannot build a company without the right people. This requires both a great hiring protocol and the stomach to make the changes that become necessary as the company grows.

pg 6

- 8 Financing for Business Growth.** Chris Beath, co-founder of Finnovate outlines various lending options.
- 9 The 5 Foundations for Your Online Marketing Success.** The online world is moving fast, and who better to explain this than Jon Hollenberg, Director of Five by Five Online Marketing.
- 10 Setting Your Business Foundations.** Business Coach James King outlines the 4 key goals every business owner should consider.
- 11 It's more about the Experience, than cost or Product.** Peter Gjersoe describes how to stand out in the crowd and be noticed.
- 12 Getting it Right From the Start.** Watkins Tapsell Solicitors and Barristers offer their legal advice.
- 13 Motivating Staff.** Lina Atkinson makes it clear that people make the business successful, and it's the owners responsibility to create an environment where staff will be motivated.
- 14 Doing the 'Fun'damentals.** Business Coach Wez Hone explains in this economic market, a new level of thinking is required.
- 15 Business Opportunities.** Browse 102 current businesses for sale listed with LINK Business Australia.



## Business Broker.

# FOUNDATIONS FOR BUSINESS GROWTH



This article was written by Guy Cooper, Director of LINK South East Queensland. Guy can be contacted on 07 5572 2122 or by email [guyc@linkbusiness.com.au](mailto:guyc@linkbusiness.com.au)



The GFC has undeniably had a significant impact on the Australian economy and has negatively affected businesses. Fortunately, businesses can now see the light at the end of the tunnel and can plan for future growth.

As businesses recover it takes more than the owners to look towards the future. Being two-way street buyers must see the potential for growth and invest to keep the economy moving forward.

Businesses usually take years to grow to achieve a competitive market position. Even though the GFC has affected these leading businesses, it is important that they maintain the growth to appeal to buyers. An analogy that compliments this situation is;

'It's pointless filling a car with petrol before the engine is working'.

In other words, it's pointless buying a business that has been affected by the GFC if the owners haven't sustained the growth in ready to sell condition.

Owners and buyers can avoid this by following four steps in order to form a solid foundation for a business to grow.

### 1. HAVE A POSITIVE MINDSET

Thinking positively can help your business succeed and also help you understand why you're in the business and what the business is. By focusing on the negatives and adopting a negative attitude will create adverse affects for the future of your business.

### 2. CASH FLOW

The movement of money into or out of a business; Make sure the business has adequate reserves, capital and debt facilities to fund the growth. Being profitable does not necessarily mean being liquid. A company can fail because of a shortage of cash even while profitable. You need to understand the factors involved in making the cash flow and how you can improve it.

### 3. SYSTEMS

A business needs fundamental systems in place to grow. This enables you to work on the business instead of in the business and will leverage your business growth and innovation.

### 4. MARKETING AND SALES

You can save money by cutting costs. By capitalizing on the advancements in technology, you can save a lot more money and grow your revenue substantially. The internet is a great way to market and improve sales.

This edition will provide you with more articles on what to look for when buying a business and also how to set up strong foundations for successful business growth.



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# PROTECT BUSINESS GROWTH FROM DIRECT ATTACK BY AN UNSUSPECTED ENEMY



When handed the keys and security codes to its new business premises, a business buyer may be excused for feeling like a short holiday to Bali even before the hard work has actually begun. Let's not kid ourselves; the process of buying a business is not easy. Especially when a buyer is taking every step to protect their new baby: getting the legals right, undertaking a thorough due diligence and getting the three most important ducks in a row to hit the ground running, i.e. customers, workers and

Whilst most standard business sale contracts provide that the seller cannot open another competing business, for an agreed number of years, this is not enough. At the very least, every restraint should provide that the seller cannot deal with the customers, workers and suppliers of the business, no matter where they are located.

suppliers. These relationships are the foundation for future growth. They are not easy to establish quickly, let alone when the business is under direct attack. This direct attack is not by one of the many business competitors discovered in due diligence or a new entry into the market. This is a direct attack by an attacker who knows the business intimately; who knows almost every customer of the business; every worker intimately and every

supplier well. They know the past financials of the business and its strengths and weaknesses. We are talking about a direct attack from the previous owner of the business.

How can this be possible? The seller was paid well for the business. They said they wanted to retire, travel overseas, spend more time with family and that they hated the industry, never wanting anything to do with it again! Whatever the seller's motivation to sell, which is often communicated to a buyer, this can often change and sometimes quickly. The seller retires and then gets itchy feet. Can't stand it at home. Tries to get into a different industry, but finds it too hard. The business sold is all they know. They don't want to relocate so as not to compete. They end up starting a new business. In one recent case, right next door to the business they sold. They start calling their old friends (who just happen to be the customers, workers and suppliers of the new business) and before long, instead of growing the new business, the buyer is struggling to stay afloat. Then there are bad sellers who lie about their intentions and had always planned to re-establish a competing business!

This is no exaggeration. Based on my legal practice alone, I expect that on a daily basis there are people walking into their lawyer's offices asking them to advise on how they can recommence their business in competition with the business they had just sold. Buyers must protect themselves against this; otherwise, they may lose their business.

This article was written by Joe Kafrouni, the author of this article, is a business law specialist and the principal of Kafrouni Lawyers – The Business Law Firm. He is also an executive committee member of the Australian Institute of Business Brokers in Queensland. He writes a regular blog on his website [www.klaw.com.au](http://www.klaw.com.au) on important issues and stories concerning the buying and selling of businesses and is contactable on (07) 3354 8888.

One easy form of protection is a thorough "restraint of trade" or "non-compete" provision in the business sale contract. Such a provision must not only provide that the seller cannot compete with the buyer after settlement, but that the buyer cannot do so indirectly through another company, family or friend. Also, whilst most standard business sale contracts provide that the seller cannot open another competing business within an agreed radius of the business, for an agreed number of years (e.g. 20 kilometres for 3 years), this is not enough. At the very least, every restraint should provide that the seller cannot deal with the customers, workers and suppliers of the business, no matter where they are located.

For such provisions to be legal, there is some complexity. One is that they must be reasonable. Finding the right balance can be difficult. Given the risk involved in getting them wrong, buyers should get the advice and assistance of their lawyers to get them right. Not doing so will not only jeopardise the growth of the business, but the future existence of the business.



# THE MARKET REVIEW PROCESS: IT DOES WORK

Don Gilbert is a Specialist Retail Valuer ("SRV"), a 3D Economist and arbitrator. He provides independent impartial advice to landlords, prospective investors and tenants.

This article contrasts three scenarios, demonstrating how important market review can be as "pressure release" up or down. Market review clauses can:

1. Force parties (landlord and tenant) to examine market, obtain evidence, consider positions and negotiate outcome; and
2. Refer failed negotiation to determining valuer. Valuer must follow S 19 and 29 NSW and Queensland Acts respectively. And if so, by definition the outcome must be the reasonable rent.

## CASE STUDY 1 – MARKET REVIEW AS BACKDROP TO NEGOTIATED OUTCOME

Market review is built into a supermarket lease structure.

Tenant had access to evidence of 66 Queensland supermarket leases and another 300 country-wide. Tenant pays \$475,000 per annum or \$250.00 per square metre. The landlord believed current market rent is \$635,600 or \$337.00 per square metre.

Analysed back (basic format), comparable evidence was \$195.00 to \$280.00 per square metre i.e. "pick a number" method. Rent per square metre be "tested" evidence; it must be relevant.

Rent for one supermarket in better catchment, tenancy mix, recent renewal gross rent fixed 10 years at \$500,000 per annum or \$213.00 per square metre.

Suggested to landlord no security of tenure (or options), no other tenant would open or start another business. The building would remain vacant. Parties agreed rent will remain same, a beneficial outcome for both parties.

## CASE STUDY 2 – RENT DETERMINED BY SRV

Second case tenant paying \$610,000 per annum. Research of comparable leases for same permitted use showed, if vacant and available for lease, themed tavern would not pay more than \$210,000 to \$290,000.

Landlord assisted by a SRV with access to centre performance data, argued while reduction was warranted, centre's performance showed growth. Current market rent should be \$470,000 per annum.

Finally, rent was determined by Valuer at \$360,000. Landlord still had tenant and business could trade going forwards.

## CASE STUDY 3 – NO RENT DISPUTE RESOLUTION MECHANISM

This is an appalling situation. I was put into a negotiating position where a tenant was paying \$275,000 or 83% higher than "average" rent of \$150,000 for the same business in DDS centres. Landlord wanted \$340,000 or 126% more, with minimum 5% increments, trading conditions are down.

Each party's position subtly canvassed with a major stoush envisaged. Already three corpses with same permitted uses who gave way to franchised tenants with same institutional landlord.

Landlord threatened to Dutch Auction tenant's site. Gloves came off and ugly fight ensued. Bruising and battering went up to CEO, the ACCC and ASIC.

It is unacceptable that reasonable, responsible persons are forced to fight in the gutter because State Government of Queensland are too gutless to build into our legislation the equivalence of ACT's end of lease dispute resolution system.

Only with monumental effort and support of Alan Jones have we been able to finalise an outcome with gross commencing rent \$200,000 per annum; \$25,000 above market rent. At least the business owner still owns his business.

## CONCLUSION

Each permitted use (there are 200) different set up costs, capacity to amortise, etc. Often quite different operating expenses. Reflected in Urbis JHD, FMRC, Maus, LIS benchmarks/rental evidence.

The Act sets out what SRV must consider in making determination; case law makes it mandatory, and it is based on common sense.

Anything in the alternative would prescribe or suggest that a Valuer valuing a house, or commercial property use industrial zoned property as "key evidence"! Valuing a highly specific permitted use governed by a lease to determine market rent is no different; the evidence must come from the same or similar permitted uses!

Without prescriptive requirement for parties to negotiate "in good faith" if landlord offers the tenant a new lease, it must be at current market rent, otherwise asset bubbles will continue.

Prospective landlords might buy an investment on 8% return for \$5 million, to find true value of the leases only produce 4% return; the real purchase price should have been \$2.5 million to justify 8% return, also tenant and franchise capital will be churned and burned. Contrary to popular belief, value or market value does not come from "thin air". Market value is the product of leases, negotiated at "current market rent" between willing informed parties negotiating these leases.

The ACT rent dispute resolution mechanism must apply if the parties fail to reach agreement. The dysfunctional operation of retail leases (and huge asset bubbles and massive financial losses to stakeholders) is a direct consequence of the recalcitrance of the industry and its inertia to change.

This article was written by Donald Evan Gilbert at Australian Lease & Property Consultants Pty Ltd, *B Com/B Econ; Dip Prop Val; Cert Med & Arbit; CPV; MRICS; SRV & Arbitrator; Val Reg No 2652.*

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# WHY DO SO MANY SMALL BUSINESSES FAIL IN AUSTRALIA?

Most business owners take the drastic step to wind up their businesses and enter external administration between their second and fifth year. This is when around 30 per cent of businesses wind up and a further 20 per cent then cease to trade between the sixth and ninth year.

The learning curve for a growing business is extraordinarily steep, but after the fourth or fifth year, the business challenges start to diminish.

Ms Anne Nalder is the Founder and Director at Small Business Association of Australia where Anne and her team are determined to help and assist small to medium sized businesses grow and prosper in Australia.

Anne is a dynamic energetic intelligent and caring woman with extensive experience in all aspects of event planning and management from conceptual stage to conclusion of the event.

As a past committee member of the Gold Coast Business Excellence Awards, Anne was highly instrumental in helping make the prestigious The Southport School (TSS) Foundation Business Breakfast programme a reality. As a past secretariat of Family Business Australia (FBA) Gold Coast, and also of the Institute of Management Gold Coast, Anne is passionate about helping what she calls "her family of small business owners".

We proudly offer its members access to a wide range of advocacy groups, business professionals and tailored workshops and seminars.

The Small Business Association of Australia is located on the Gold Coast and Anne has successfully invited Ms. Georgina Hope Rinehart Chairman, Hancock Group of Companies to become Patron of the Small Business Association of Australia.

Ms Rinehart has established herself as a brilliant businesswoman in her own right who became the richest woman in the world through her own achievements and Ms. Rinehart believes in and supports Small Business.

Small business is the engine of an economy and it was small business that built our nation commencing with the first settlement.

Today our small business sector covers a large and diverse range of businesses from farming, retailing, manufacturing, trades people, home based just to name a few. Anyone who has an Australian Business Number (ABN) is in business.

Small Business Association of Australia is a membership-based organisation. As well as

providing a host of events including networking, it has two main objectives and that is to reduce small business failure and to provide a pathway of support to our members and their families who are either facing adversity in their business, have been bankrupted, and/or had their business placed into administration, receivership or liquidation.

The Small Business Association of Australia proudly offers its members access to a wide range of small business advocacy groups, business professionals and tailored workshops and seminars.

The cost to become a member is very realistic and affordable.

To help you become a successful business owner or if you are thinking of becoming a business owner, The Small Business Association of Australia offers;

- ✓ Free workshops/seminars – these workshops will cover every aspect of small business.
- ✓ A number of free workshops covering overseas trade – these will provide practical advice on a business-to-business level.
- ✓ A pathway of support if you are experiencing problems within your small business or if you have suffered bankruptcy.
- ✓ At an affordable rate access to a wide range of small business advocacy groups and business professionals.
- ✓ Networking and other opportunities through a number of functions such as business breakfasts, luncheons, dinners and other get togethers. There will be joint events with other business organisations that will increase your networking opportunities.
- ✓ If you are a corporation of business membership based organisation, by becoming a member, you can offer your clients our workshops for free. This is an inexpensive way of nurturing your customer base and they will love you for caring about their success.

*You cannot build a company without the right people. This requires both a great hiring protocol and the stomach to make the changes that become necessary as the company grows.*

The New York Times recently reported that the top 10 reasons in the United States for Small Business Failure are very diverse.

### 1. COMPLACENCY

An important aspect of corporate culture, a popular topic these days, is how driven the company is. A small company is usually a reflection of the owner's needs, desires and personality. Some owners want to take over the world, and some are happy making a living. Still others just want to golf as much as possible. There's nothing wrong with that — unless you work there and want to grow with the company.

### 2. THE RIGHT PEOPLE

You cannot build a company without the right people. This requires both a great hiring protocol and the stomach to make the changes that become necessary as the company grows. This is easier said than done — especially when it turns out that people who were "right" at the beginning are no longer "right" in their roles as the company grows. The ability to manage these issues might be something of a gift, although it's also nice to have some luck. But it mostly takes dedication to the process.

### 3. LACK OF STANDARDS AND CONTROLS

This covers a lot of territory, including quality, service and problem resolution. Whether a company enjoys a 97 percent customer satisfaction rate or a 93 percent rate will have a significant impact on the size of a company over the long run. It's not enough to have high standards without implementing the control systems that assure those standards are met. Without the controls, you will have good intentions accompanied by bad results.

### 4. THE CUSTOMER ATTITUDE

Not the customers' attitude but the company's attitude toward its customers. I can think of a few things that are more destructive than employees who regularly dismiss difficult customers as "crazy" and conclude that there is no way to make them happy. The problem is that most crazy customers have sane friends, and word of mouth travels fast these days. Aretha Franklin has the answer: R-E-S-P-E-C-T.

### 5. TECHNOLOGY

It can be both a blessing and a curse for small businesses. New technologies can do many wonderful things but can also be overwhelming and expensive. Occasionally, they can be nightmares. This might be one of the biggest differences between running a large company and small one. Amassing the financial, technical and staff resources necessary to solve a technology problem can be very difficult for a small company. But there's not much choice; the market does not stand still.

### 6. MARKETING

This includes everything from product development, strategy, branding to advertising to market analysis. How a company executes may be the major driver of its success, but how it is perceived is also crucial — perception, as they say, is reality. The other reality is that small companies can have a difficult time finding resources to help them with this critical part of their business. That means that the success or failure of a small company's marketing frequently comes down to the abilities of the entrepreneur. Few people are good at everything.

### 7. STALE PRODUCTS OR SERVICES

Whether you are talking about products or customers, the market is always changing, and your products and services have to change with it. If you are lucky, the changes are slow and subtle; sometimes, they are dramatic.

### 8. LACK OF INVESTMENT

Whether it is for more inventory, new technology, a bigger facility, more employees or more equipment, growing companies suck up more cash than non-growing companies. Getting this cash may require borrowing money, finding more investors or using up whatever cash is on hand. It never stops, much to my chagrin. Some entrepreneurs tire of the demands and decide to slow down the investments — and that slows down growth.

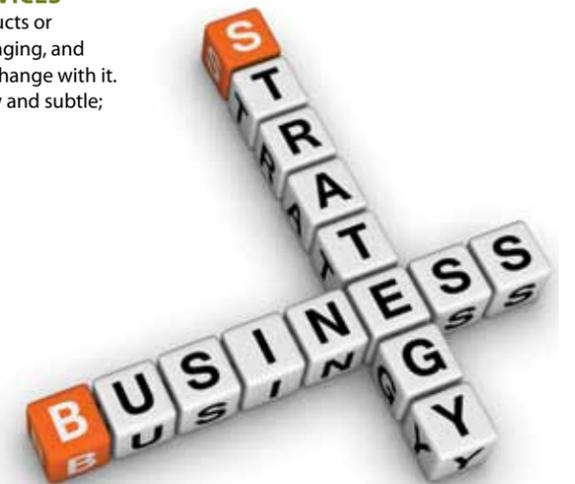
### 9. STUBBORNNESS

It is stubbornness that helped the entrepreneur get the business off the ground, get through the learning curve, survive the recession and cope with every problem along the way. At some point, though, dogmatic adherence to what you know can limit a company's ability to adapt to change and get to that much-romanticized next level. Policies and strategies that might have worked when you had 20 employees can be a detriment when you have 50 — for example, when you start to hire higher-priced managers who have different expectations than an inexpensive well managed junior or casual.

### 10. LEADERSHIP

This includes vision, courage, fortitude, attitude and of course the ever-important corporate culture — all of which should create an inspired staff. And of course there's the over-used word that is sometimes called the secret to it all, passion.

Here is the real secret: passion is critical, but it can't make up for deficiencies in the other categories. I have seen many people fail in business, and they were all passionate. It is not enough.



This article was written by International Accredited Senior Marketing Advisor Les Hall from AdMarketing Australia for the Small Business Association of Australia.

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## Finance Advice.

Chris Beath, co-founder and Managing Director of Finnovate (Finance Innovated) - Australia's first equipment finance comparison website. [www.finnovate.com.au](http://www.finnovate.com.au)



# FINANCING FOR BUSINESS GROWTH

*Business growth is such an exciting time for any business owner. Financing business growth can be challenging but it can also be incredibly rewarding when you get it right! Getting it right means having a strong foundation / understanding on which finance is right for your business.*



There are a number of ways to fund business growth - be it organically from cash reserves or from funds that are borrowed and secured in some way (against property or debtors for example).

Another very popular form of financing for business growth is Equipment Finance. This is a very common method of financing as it doesn't require additional security such as property - the asset, in most cases, is the only security required. This leaves open other avenues of finance in the future if required.

Equipment Finance exceeds \$40 billion dollars each year in Australia. It's an industry that thousands of businesses rely on to purchase a huge array of business assets (including vehicles) to grow their businesses.

Equipment Finance can make up a core component of financing business growth - here's a couple of tips to ensure equipment finance can work for you!

## 1 BE PREPARED

There are a number of ways that you can increase your chance of finance approval - most of these revolve around being prepared. Financiers will ask for the following information so it can save a lot of time by having it all ready in advance -

### Financials:

- Accountant prepared financials;
- Interim / Year-to-date Profit and Loss and Balance Sheet; and
- Bank statements (to confirm working capital)

### Other information:

- Full description of the equipment you are financing;
- Statement of Financial Position from Directors/ Partners; and
- Brief reason for your acquisition (secure additional work, update equipment etc)

## 2 SPREAD YOUR INVESTMENTS

Much like investing in shares or property - it makes common sense to spread your equipment financing with a number of different financiers.

Our experience has shown that it's good business sense not to have "all your eggs in one basket". By utilizing several financiers - you open up other credit lines and generate good credit history with a number of providers.

## 3 BE INFORMED

There are a number of equipment finance providers in Australia so it makes sense to know all of your options. Do your research and make sure you're securing the very best finance solution available for your business.

Financing business growth can be a challenge at times but being prepared, spreading your investments and knowing all of your options up front - you can make financing your growth a rewarding experience!

## Finance Advice.

# THE 5 FOUNDATIONS FOR YOUR ONLINE MARKETING SUCCESS



The online world is evolving FAST! Online Marketing is increasingly becoming the key backbone of any marketing strategy. Jon Hollenberg runs through 5 key steps when starting out online:

## 1. HAVE A VERY CLEAR ONLINE STRATEGY FROM THE OUTSET

How will your online marketing be integrated into your business activities and what is your desired outcome from your website? Do you want the end user to buy a product, send an email or pick up the phone? It is important to define these goals clearly from the start.

## 2. USE GOOD DESIGN AND A SOLID PLATFORM

Make a great impression as this may be a visitor's first interaction with your business. Does your website look creative and innovative? Give your business a competitive advantage by developing a reputation for innovation - meaning you won't have to compete on price alone.

Consider an open source platform such as Wordpress. It is easy to maintain and is the world's most popular CMS (content management system). There are specialised features (plugins) for every possible requirement such as contact forms, search engine optimisation and image galleries.

Ensure the layout of your site is easy to navigate around and clearly shows any current offers. Design and layout should be focused around channeling your audience to your end goal.

## 3. INVEST IN CREATING QUALITY CONTENT

In the past year there have been many rapid changes to SEO or 'search engine optimisation' (the process of making your website more visible in Google). Google has updated how they "rank" websites and have dropped a lot of over-manipulated sites which may have previously ranked quite high. Google are now only focusing on "quality content".

The best way to implement SEO, is to forget about SEO. Business owners need to take a market leadership role and consistently educate and provide valuable content. By taking this approach you are providing Google what it wants (quality content) and you will be rewarded with qualified traffic.

Video is a great way of adding quality content. It allows your visitors to stare down the lens of a

camera and eyeball you. This builds rapport and sets the scene for future sales activity. Video can also be transcribed (typing out the script) and placed on your website which in turn creates new and unique content.

Adding a video of FAQs is an excellent example of how videos can be integrated into your website. e.g. what are the top 5 questions your business is asked every day?

Another video focus could be news within your industry. It gives you the permission to communicate with your prospects, customers, post-customers about changes in your business/ industry. The end result should be more traffic and enquiries as people are naturally "pulled" towards you.

## 4. SHARE YOUR GREAT CONTENT

By creating quality content all the time you are able to easily share this with your pre, current and post customers. A good online strategy uses a combination of email marketing and social platforms such as Facebook, Twitter, Google+, Pinterest and LinkedIn.

Sharing your new video content through the social platforms also drives traffic back to your website. This opens up new conversation streams and allows your visitors to ask questions and provide feedback socially.

## 5. FOCUS ON CONVERSIONS AND MEASURE EVERYTHING

Ideally the end goal will be a phone call, email enquiry or purchase. Make it very easy for a visitor to contact you. Your phone number should be in the top right of every page and a link to your email or contact form clearly visible.

Use Google Analytics to measure the traffic and goals through your website. This software allows you to track where people come from, how they found you, where they are looking and how they exit your website. Measure how effective your online activities are and make changes or tweaks to better serve your audience.

Article by Jon Hollenberg, the director of Five by Five Online Marketing, who has over 15 years experience in web and online growth strategies. For more information visit: [www.fivebyfive.com.au](http://www.fivebyfive.com.au) phone: 1300 554 867 or email: [moreinfo@fivebyfive.com.au](mailto:moreinfo@fivebyfive.com.au)

# SETTING YOUR BUSINESS FOUNDATIONS



In order to maximise the opportunity for success for a small business, it must have strong and well planned foundations. And the most fundamental step in building the foundations, are setting both personal and business goals.

The time and energy invested in goal setting will pay off many times over. The value to individual and organisational way of working and performance can be dramatic and measurable. Increased organisational support, team spirit and cohesion are often unrecognised benefits that will further increase productivity and profitability.

Small business owners really need to look at and understand what goal setting really means. It's about undertaking a process to establish what you want to accomplish and then developing and implementing a plan that allows you to achieve them.

When developing goals, it is important to start with:

## YOUR PERSONAL GOALS

A lot has been written about the importance of having personal/family goals and the value and enrichment it can bring to one's life. These types of goals are even more important for a person who is running their own small business, as it is the reasons why you are doing it.

Because a business is all encompassing, it is critical to consider how it affects your life and your own goals. Defining and aligning your business objectives and your personal goals will help you focus and set appropriate priorities.

After all, running a small business can be immensely stressful and draining. So it is important to have your own goals identified, whether it's about money, status, the opportunity to give back, lifestyle, travel etc. Identifying and establishing personal goals provides the foundation for business goals.

This article was written by James King at Platinum Business Coach, The World's #1 Business Coaching Firm.

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Visit: www.actioncoach.com/jamesking

## YOUR LONG TERM GOALS

Business long-term goals should have a timeline of about five years and are often referred to as Vision goals and they identify the long-term objectives of the business. Maria Marshall, an associate professor at Purdue University, Indiana, Says "that these types of visionary goals usually fall within four general areas: service, social, profit, or growth:

- Service** Goals related to improving customer satisfaction or customer retention
- Social** Goals that focus on giving back to the community
- Profit** Goals set to increase profits by a certain percentage
- Growth** Goals related to the expansion of the company

## YOUR SHORT TERM GOALS

Short term goals are highly detailed and should be set each year. These are fundamentally steps towards achieving the long term visionary goals. The areas that should be considered here; include both personal goals relating to the business and business goals:

- |                          |                              |
|--------------------------|------------------------------|
| » <b>Business</b>        | » <b>Personal</b>            |
| » Turnover               | » Your role                  |
| » Profit                 | » Hours you work             |
| » Organisation structure | » Income you receive         |
| » Management team        | » Areas you want to focus on |
| » Market share           |                              |
| » Markets operating in   |                              |
| » New products           |                              |

When determining these goals it is worthwhile using the **SMART** Goal method:

- S**pecific: In order to work, objectives need to be detailed
- M**easurable: Put a figure or value to the goal
- A**ction-oriented: Decide who does what and when
- R**ealistic: Make them challenging, but consider resources
- T**ime specific: Set deadlines

## YOUR ACTION GOALS

The last set of goals are those which you are going to tackle in the next 90 days. It's the action goals that actually make the short term and long term goals achievable. Do not start too many action goals at one time, as it is much better and more rewarding to actually achieve a smaller amount of goals than just starting a large number.

Finally, goal setting should not be an onerous task that you do because it is something you are "supposed" to do. It should inspire both you and your employees, as it gives a sense of purpose and direction. If you involve your team and keep your goals visible at all times and check them regularly, the chance of business success should increase dramatically as you will have built its future on strong foundations!

# IT'S MORE ABOUT THE EXPERIENCE, THAN COST OR PRODUCT

*Today nobody wakes up humming a catchy commercial thinking; "Today I must go to ABC Company and buy a product called DEF"; those days are long gone.*

With the average buyer getting bombarded with approximately 8,000 'requests for attention' daily, it takes either very, very deep pockets to get through - or you have to think differently.

Almost irrespective of product or service, when a prospect needs to buy anything today they are most likely to do one of the following:

- Either Google what they are looking for, or
- Ask a trusted source; friend, family or colleague

So, how do you build a thriving, profitable business in the post-GFC economy?

Following are some key recommendations:



This article was written by Peter Gjersoe, Founder of the 'Exit with Honors' initiative. He is a qualified sales coach, speaker, trainer and mentor. Phone: 0407 900 939 peterg@exitwithhonors.com www.ExitWithHonors.com

## 1 YOU MUST BE THE EXPERT IN YOUR CHOSEN NICHE. NEVER BE A GENERALIST

Think carefully about the industry you have chosen to be in. Then pick the sub-industry, your niche, where you have something unique to offer, where you are The Expert.

Think of your own situation: Do you want to deal with a one-stop expert, or waste time with possibly a series of generalists?

By being the one-stop expert in your niche and delivering an excellent experience enables you to justify better margins. Further you will remain in demand irrespective of the economy.

## YOU MUST BE ON-LINE, AND YOU MUST THINK LIKE YOUR CLIENTS

### 2 Nobody will be searching online for you by name so you need to have worked through:

- 1: "What is the specific problem I fix that keeps my clients awake at night?", and then
- 2: "What will my client enter into the Google search box to describe their problem?"

Then you can start to structure your web-presence such that it is easy for the search engines to find you, the one-stop expert, and respond to your client's inquiry in your favor.

Lastly you must optimise your web presence for mobile phones as mobile is most likely the preferred way your current, and most certainly future, clients will be communicating with you.

## 3 A GOOD SUPPORT EXPERIENCE IS KING

It does not matter how prepared you are, sometimes things go bad.

So accept, and deal with it. Why not lead with the following: "We know that in spite of our best efforts unfortunately things can go wrong. Should this happen, this is how we are going to look after you" then detail what you are going to do.

Golden rules: Whoever answers the call from an irate client must be of a personality which oozes "My job is to make this a pleasant experience for you", and the person must be entrusted and capable to deal with the situation in a single call without needing 'management' involvement.

Finally, part of your support function is to monitor what is being said about you and your products or services online. It is amazing how easily a situation can be dealt with when corrected immediately. Equally, it is amazing how damaging small things can become if you are caught unprepared.

## 4 MAKE SURE YOUR CLIENTS HAVE A COMMON HIGH QUALITY EXPERIENCE

Work through every point where a client may come into contact with you, and build your systems to ensure each results in equal high positive experience.

Summary: How to succeed in today's high stress, minimum time and tolerance levels?

Your objectives are to:

- 1: Become the expert in your niche,
- 2: Make it easy for search engines, and your clients, to find you,
- 3: Make it easy for clients to deal with you,
- 4: Make it known that you take responsibility, and will fix it if something goes wrong, and
- 5: Make sure you are very aware of what is being said about you on the Internet.

You are now building trust in your business and brand, and online: Trust is the most important economy.



## GETTING IT RIGHT FROM THE START

Business ownership is an exciting journey, and it is always wonderful to see people taking the leap for the first time into owning their own business, whether starting from scratch, going into a franchise, or purchasing an established business.

It is essential to ensure that any new business venture is structured properly from the start.

One of the first discussions we have with our clients is how to set up the business, what is their structure going to be? Sole trader, partnership, joint venture, company and so on? The right structure can minimise tax and protect assets.

Part of deciding on a structure involves working with a client, and their accountant, to assess what they own, their family situation, what their plans are for the future, and working out with them what would be the best option for them and that business. Not all businesses or business owners are the same, and they each have different needs and factors which need to be considered.

The second step of getting the structure right is documenting it. If the business is owned by more than one person, it is vital that the business relationship be accompanied by the appropriate documents outlining how the business will be run and what will happen if something changes or things go wrong. Just because business partnerships start between family or friends, it doesn't mean things can't turn sour and ugly very quickly. Disputes can happen in any business relationship, and while the documents will not stop a dispute from arising, they will help in resolving disputes with less financial and emotional expense.

If structuring is not done the right way at the beginning, it can be expensive to change the structure in the future, for example if a business owner wants to change from being sole trader to a company. If they have bought into a franchise, any change in structure effectively will be an assignment of the franchise and as such will



require the franchisor's consent and payment of the costs that go along with it. The same problem may arise with a lease of a shop, as a change in structure will be deemed to be an assignment of the lease. In each of these situations, the business owner is responsible for paying the franchisor and the landlord their costs for the changes.

People often want to avoid spending money at the beginning in setting up their structure because they are 'already outlaying so much money', or 'it's just a small business'. But, spending the money at the beginning can save you money, time and anxiety in the future.

This article was written by Watkins Tapsell Solicitors and Barristers.



## MOTIVATING STAFF

The cornerstone of any organisation is the people – the individuals that make the business successful. When you think about the foundations needed for a business to grow, you should start by ensuring you have motivated staff. We know that 'you' cannot motivate someone else yourself, as motivation comes from within, but you can create an environment where your staff will be motivated.

There are three simple principles that can help drive employee motivation:

**People work better when they know what is going on.** Share as much information as you can with your staff about the company's performance. Let your employees understand the business's fundamental objectives and metrics. Show them how their jobs affect the overall business results and company performance. Help them understand how budgets are formulated, what's in the budget, and what the forecasts in place are. Most importantly, be honest and upfront with them.

**People who know their company's objectives and metrics can take responsibility for their own work.** If everyone can see the revenue figures are down from plan, or customer numbers are dropping – then everyone can share the responsibility for making them better, not just the manager. It becomes the 'teams' problem, and collectively they can come up with ways of improving. This makes any initiatives theirs, so 100% buy-in is there and they will feel more obliged to make it work.

**People need a stake in their company's success.** Employees of most companies make the same amount of money no matter how the company is performing financially. They are hired hands. Some companies ask their employees to think and act if they owned the place, and they structure compensation accordingly. Typically, they'll pay good bonuses whenever the business hits financial targets. Many have generous employee stock-ownership plans as well.

So now you have motivated employees – what will you do to keep them? With many employers fighting to get good talented staff, you need to find new ways of keeping your most valuable people. How can you make sure they remain loyal to you, your department and your company?

The first thing you need to do is recognise that people are loyal to their groups. See the groups that have formed in your company, encourage the teamwork of such groups and show your co-operation to strengthen those groups.

Make sure employees are matched to the work they are doing. Have them at an optimal challenge level – the top of their skill level where they are going to continue to develop their skills.

Give them freedom – some sense of control over their own work, and also give them some time to pursue their own ideas.

Give them the resources they need to do their job effectively and efficiently. Not only resources but make the work environment as conducive to creativity and commitment as much as possible.

Keep an eye out for early signs of discontent. Use 'stay-interviews' to find out what people want to do next. Use competency-based interview when selecting new staff and hire for retention – search out people that embody your company's values.

Help your staff see the importance and purpose of what they do.

Expect a lot – challenge your staff to not only meet their goals but to exceed them.

Don't dictate the "How" – let your teams work out how they can best get things done.

Really be available for your staff – treat every employee as a customer. Get to know them and have time for them.

Say thanks – this gets left out the most, but saying it goes a very long way. Show appreciation for your staff and reward them for work well done.

## Do you need Business Advice?

From leasing and franchising, to dealing with your employees, the day-to-day running of a business can be overwhelming. Watkins Tapsell has a broad range of expertise in all areas of Commercial Law and is well placed to help you with all the legal aspects of your business.

With a Law Society Accredited Specialist in Business and Property Law, and an experienced team of commercial solicitors, Watkins Tapsell has an understanding of what issues affect you in this complex area.

For more information call **1800 021 600** or visit [www.watkinsapsell.com.au](http://www.watkinsapsell.com.au)

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SOLICITORS AND BARRISTERS



This article was written by Lina Atkinson. A Certified Master Coach, specialising in business and executive coaching. She is a highly acclaimed executive coach and corporate trainer, having her own successful coaching business for the past 5 years. She is also a Certified Professional Behavioural Analyst and is a Qualified Trainer and Assessor.

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## DOING THE 'FUN'DAMENTALS

Building a profitable business in this economic market requires a new level of thinking. It requires attention to detail that during the glory years you could go without.

The good news is those glory years will return. The bad news is I can't see it happening for a while.

There are a bunch of critical success factors that will exponentially increase your chances of success. To make things simple I have boiled it down to 4 components that will help you win the game of business. Without them you are likely to be continually plagued with cash flow challenges.



### 1. MONTHLY REPORTING WITH A 'PROFIT AND LOSS'

Monthly reporting is essential. You must know every month how you are travelling. Gone are the days when you can rely on your accountant to give you the end of year figures to measure results. I mean that at the end of every month you must review your income, costs of goods, expenses and profit, and spot the trends. Once you can see a trend you can take action, without the report you make blind decisions.



**ACTION TIP:** Within 7 days of the start of the month grab your Profit & Loss from the month prior and take time to review what happened and spot the trends.



### 2. TRACKING YOUR SALES AND MARKETING ACTIVITY

The lifeblood of any business is new leads. Without new customers you will at some point have cash flow challenges. Whilst I understand you would rather just be delivering your product or service, as a business owner you must be continually prospecting new clients. I recommend businesses invest a minimum of 20% of their week on marketing. If you do this then you can focus the other 80% on delivering a

great product or service. Tracking your weekly activity will allow you to make changes to marketing strategies, sales scripts and team performance.



**ACTION TIP:** I have all my clients track their performance on a big whiteboard. Simply make a list of all of your prospects down the left hand side, put the steps of your sales process along the top and begin ticking off each stage of the process. This gives you a quick reference to the effectiveness of your marketing and sales performance.



### 3. CONTROLLING DEBTORS

One of the biggest challenges to any business is getting the money in that you are owed. Too many business people I meet are afraid to push to collect money as if by some way it's not theirs to collect? With software like MYOB these days you can print a report and see who is overdue. It's important that we train our customers that we do like our money paid on time.



**ACTION TIP:** Use the phone more. There are plenty of studies and my own research has proven that if you chase outstanding money you get it faster. If you offer 14 day terms and the money is not in your account on day 15 get on the phone.



### 4. REMAINING POSITIVE AND FOCUSED

It seems as though at every business dinner, conference or social gathering there is someone trying to convince me that the economy is heading into a black hole. I'm the first to say the economy is different but there is also opportunity now that didn't exist in the glory years. My suggestion is to limit the time spent with these people. We have to find a way to self inspire so that we take no notice when we meet the naysayers.



**ACTION TIP:** Invest an hour to crystallise your dream. What outcomes do you want from your hard work, and then focus on those things. Also, hang around positive people.

It's time we put the FUN back in FUNdamentals. If you go back to basics and be diligent with the details you will enjoy the next round of glory years.



This article was written by Wez Hone – Business Educator & Coach.

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**SPECIALISED TRANSPORT BUSINESS**

2012 EBITD \$1,260,811



- Management and staff in place
- All vehicles well maintained
- Includes 5 new trucks
- Strong relationship with its clients
- Plant, equipment, vehicles valued at over \$4.5m
- Includes 18 trucks, 46 trailers plus more

- A perfect bolt-on business
- Largely based on the value of the plant and equipment

**Asking price: \$4,880,000 + SAV**  
**Ref: 11186**  
**Contact: Guy Cooper**  
**Ph: 0431 227 644**

**FOOD INGREDIENT MANUFACTURER**

TURNOVER \$2.8M



- International and domestic supplier
- Established over 15 years
- Experiencing huge growth
- Multiple product lines
- HACCP and AQIS approved production facility
- Approx. \$200k plant and equipment included

This is a well-structured business positioned to grow beyond current operation.

Enquire now!

**Asking Price: \$1,000,000 + SAV**  
**Ref: 11223**  
**Contact: Chris Cooper**  
**Ph: 0403 865 959**

**METRO TILES - THE BOUTIQUE FRANCHISE**



- A rare opportunity has arisen where you can get into a fully fitted out premises in the very profitable and always growing market of tiles and accessories
- Two locations available – Sunshine Coast and Bundaberg
- Market leading franchise
- Massive area to increase sales and profit
- Strong company backup and support

- Long established company since 1959
- Extensive boutique range
- Bank finance available to suitable purchasers

**Asking price: \$20,000 + SAV**  
**Ref: 11038**  
**Contact: Glen Dixon**  
**Ph: 0410 517 000**

**MANUFACTURING/WHOLESALE & RETAIL**

NET PROFIT \$563,536



- Business has been operating on the Gold Coast since 1996
- Sales approx. \$225,000 per month and growing
- Long history of growth and profits

- Good growth of 64% because they now import raw materials
- Excellent cash-flow and no bad debts

**Asking price: \$1,200,000 + SAV**  
**Ref: 11061**  
**Contact: Tim Craft**  
**Ph: 0411 874 452**



**BUSINESS TO BUSINESS MARKETING – GREAT OPPORTUNITY TO BUILD YOUR FUTURE - WITH EXCELLENT FRANCHISE SUPPORT**

- Business to business
- 5 days per week (no weekends)
- Global market leaders in their industries
- Excellent ongoing support

- Strong industry growth
- Great work / life balance
- Proven and reliable systems
- Outstanding training (incl. 2 weeks in Florida – USA)

**Asking Price: POA**  
**Ref: 11096**  
**Contact: Chris Cooper / Guy Cooper**  
**Ph: 0403 865 959 / 0431 227 644**

**“YOU’VE FOUND YOUR SHANGRILA” CARAVAN PARK NET PROFIT \$365,754 (2012)**



- 23.3 ha (57.6 acres) of mystical, harmonious valley located in tropical North Qld
- Surrounded by virgin woodlands, spectacular bluffs, waterfalls & ranges
- Accommodation consists of fully self contained air-conditioned ensuited cabins and powered caravan sites, camp sites and a kiosk

- Includes two family homes and more
- Many attractions and activities nearby
- This lifestyle business is booming!

**Asking price: \$2,450,000 + SAV**  
**Ref: 11129**  
**Contact: Guy Cooper**  
**Ph: 0431 227 644**

**ELECTRICAL, DATA & AIR CON CONTRACTING**

TURNOVER \$1.3M. NET PROFIT \$292,000



- Award winning business
- Experiencing huge growth
- Marketing strategy for increasing revenue stream
- Strong established branding
- Highly profitable job costing model
- Standardised and documented policies and procedures in place
- Managed business

- Web based management systems mean it can be monitored from anywhere
- This is a well organised business. Enquire NOW!

**Asking price: \$495,000 + SAV**  
**Ref: 11136**  
**Contact: Chris Cooper**  
**Ph: 0403 865 959**

**CAFE SOUTH OF BRISBANE**



- Delightful, unique cafe situated in shopping precinct south of Brisbane
- Extremely good rental and lease
- Operates 6 days per week – Monday to Friday 7.30am – 2pm Saturday 7.30am – 12noon

- Selling 22kg of coffee every week
- Very simple menu, no need for a chef
- All new fit-out

**Asking price: \$145,000**  
**Ref: 11226**  
**Contact: Deirdre King**  
**Ph: 0451 531 614**

**NORCO MILK RUN – GOLD COAST**



- Established 8 years
- Exclusive delivery area on GC
- Ideal business with no lease of premises or staff employed

- Excellent net profit for owner/operator
- Delivering to homes, cafes, restaurants, offices, factories etc

**Asking price: \$175,000**  
**Ref: 11220**  
**Contact: Deirdre King**  
**Ph: 0451 531 614**

**HOME BASED – UNDER FULL MGMT NET PROFIT \$121,000 (2012)**



- The only registered Apple trainer covering all of Australia
- Wide range of training services offered for both PC and Mac
- Established 20 years
- Well recognised name in industry
- Excellent systems in place
- Work from home – no overheads

- Solid customer base – over 9000 clients Australia wide
- Strong trading history with B2B clients

**Asking price: \$275,000 WIWO**  
**Ref: 11208**  
**Contact: Myron Plumb**  
**Ph: 0415 303 370**

**SPECIALISED HAULAGE \$2.9M T/O OWNER/OPERATOR NET PROFIT \$388,132**



- Home based, no rent, no lease, completely relocatable
- Established over 20 years
- Can operate anywhere in SE Qld
- Minimum overheads, high turnover – easy to operate

- Strong and loyal customer base
- This business has come through the tough times and growing!

**Asking price: \$695,000 WIWO**  
**Ref: 11199**  
**Contact: Guy Cooper**  
**Ph: 0431 227 644**

**SERVICE INDUSTRY**



- Established since 1986 on the Gold Coast
- Two owners both working part-time
- Customer base is of Accountants and Solicitors

- Net to owners average 5 years \$303,359, offering 40% ROI

**Asking price: \$712,000 + SAV**  
**Ref: 11218**  
**Contact: Tim Craft**  
**Ph: 0411 874 452**

**FULLY MANAGED IMPORT/DISTRIBUTION EBITD \$251,716 (AVERAGE 3 YEARS)**



- Turnover \$1,594,678 (average 3 years)
- Established over 5 years
- Providing essential health and workplace safety products to homes and businesses nationally

- Management, staff and systems in place
- Next to no competition

**Asking price: \$625,000 + SAV**  
**Ref: 11210**  
**Contact: Guy Cooper**  
**Ph: 0431 227 644**

**GLITZ & GLAMOUR EBITD \$202,554 (2012)**



- “TWO” very exciting and attractive beauty salons
- Located on the Gold Coast and close to “ALL” the action
- Both salons managed and all staff fully trained
- Regular customer base of over 7,000 clients and fantastic membership system in place

- Very modern and stylish, excellent décor, fully air-conditioned, one recently re-furbished

**Asking price: \$450,000 + SAV**  
**Ref: 10982**  
**Contact: Guy Cooper**  
**Ph: 0431 227 644**

**MOTEL WITH 6 ACRES FREEHOLD NET PROFIT \$311,213 (2012)**



- Highway position on the foothills of Toowoomba with 1,000's of cars passing daily
- Easily operated by husband and wife + one casual
- Fantastic future with the proposed Toowoomba by-pass just metres away
- Some Vendor finance available

- Opportunity to increase the number of units from 18 to as many as you want
- Licensed operated restaurant on site

**Asking price: \$2,300,000 WIWO**  
**Ref: 10790**  
**Contact: Peter Jackson**  
**Ph: 0418 986 991**

**LUCKY 7 CONVENIENCE STORE**



- Located on the Gold Coast – no competition nearby
- Brand new shop fit-out, only been open 12 weeks
- Able to operate 24 hours a day in Surfers Paradise
- Full security and camera system
- Business is part of an Australian wide buying group
- Fantastic lease, locked in for 5 x 5 years
- Large shop area 73m<sup>2</sup>
- Extremely low rent, only \$2,400 per month

**Asking price: \$165,000 + SAV**  
**Ref: 11137**  
**Contact: Myron Plumb**  
**Ph: 0415 303 370**

**ICONIC GOLD COAST RESTAURANT**  
**NET PROFIT \$278,479 (2012)**



- Operating in Surfers Paradise since 1975
- Has three separately themed floors
- Fully licensed and can cater for private functions, seating up to 320 guests
- This is a must to inspect

**Asking price: \$450,000 + SAV**  
**Ref: 11160**  
**Contact: Peter Jackson**  
**Ph: 0418 986 991**

**FRUIT & VEGETABLE BARN**



- Great opportunity to acquire a fruit and vegetable barn in Brisbane
- Turnover is approximately \$1.7M and showing a healthy profit around \$420K
- Excellent location in one of Brisbane's leading shopping centres with plenty of passing traffic
- This business has great cash-flow so won't last long

**Asking price: \$990,000 + SAV**  
**Ref: 11149**  
**Contact: Glen Dixon**  
**Ph: 0410 517 000**

**POOL FENCING, MANUFACTURING & INSTALLATION OWNERS PROFIT \$198,209 (2012)**



- Owners retiring after 9 years of strong profits
- Specialising in glass pool fencing
- Highly respected and lots of referrals
- Imports some high margin components from China
- From 1 Dec 2010 pool safety certificates are required when selling or leasing a property with a pool which means all pools need a fence

**Asking price: \$295,000 + SAV**  
**Ref: 11114**  
**Contact: Guy Cooper**  
**Ph: 0431 227 644**

**EXCELLENT CASH-FLOW BUSINESS**



- Looking for a lifestyle change, then this is for you
- Positions held at major events in Qld and NSW
- Currently operating 130 days per year (can be increased)
- Ideal for husband and wife team who like to travel
- Well established mobile food business
- Operating for over 8 years

**Asking price: \$89,000**  
**Ref: 11159**  
**Contact: Deirdre King**  
**Ph: 0451 531 614**

**MAKING MONEY**  
**NET PROFIT \$1,017,298 (AVERAGE 3 YEARS)**



- Manufacturing business supplying customers all over Australia
- Excellent team in place managing the day to day operation
- Operating 32 years with current over 5 years
- Huge growth in the last 5 years with lots of potential

**Asking price: \$1,450,000 + SAV**  
**Ref: 11150**  
**Contact: Tim Craft**  
**Ph: 0411 874 452**

**BAKERY**



- Under full management for over 10 years
- Excellent income
- Prime location in northern rivers town
- Fantastic opportunity for an owner/operator
- Long lease with attractive rent

**Asking price: \$85,000**  
**Ref: 10245**  
**Contact: Greg White**  
**Ph: 0413 876 543**

**LICENSED BRISBANE RESTAURANT**  
**TURNOVER APPROX. \$1M**



- Currently open 5 days a week
- Business comprises of restaurant, cooking school and corporate catering services
- Modern stylish fit-out
- Staff and systems in place
- High standards of service, cuisine and excellent wine cellar
- All offers considered
- Good lease in place 5 + 5 years on CPI
- Plenty of parking available

**Asking price: \$475,000 + SAV**  
**Ref: 10980**  
**Contact: Glen Dixon**  
**Ph: 0410 517 000**

**BUY A JOB IN QUEENSLAND**

- Company offers \$1,500/week work guarantee
- Territories available in SE Qld
- No experience necessary, full training and support provided
- Custom business software provided
- Over 90% brand recognition
- Installation of antennas and associated services including satellite installs, home theatre installs, phone points, data and cablings



**Asking price: \$59,000**  
**Ref: 11152**  
**Contact: Peter Jackson**  
**Ph: 0418 986 991**

**QUALITY LIFESTYLE WITH INCOME**  
**NET PROFIT \$38,947**

- Combine lifestyle with income. Great opportunity to purchase a business with a quality 2 bedroom unit in Coolangatta fully renovated
- Body corporate salary of \$21,551
- Minimal maintenance
- Suit semi-retired or retired
- 11 apartments to manage
- Great views over the ocean



**Asking price: \$461,000**  
**Ref: 11196**  
**Contact: Glen Dixon**  
**Ph: 0410 517 000**

**BUSINESS MEETS MIGRATION CRITERIA**

- Est. in Australia 50 years and with 52 stores, they are the leading supplier of floor covering
- Excellent Franchise system in place, franchise fee payable only on stock purchased
- Located Coastal SE Qld (4hrs from Brisbane), this business is ideally located for those who are seeking both lifestyle with an excellent stable and profitable business. Wonderful climate combined with substantive infrastructure for both family and leisure



- After 20 years of operating the owner is ready to retire and instructs all reasonable offers to be submitted

**Asking price: \$395,000 + SAV**  
**Ref: 11183**  
**Contact: Deirdre King**  
**Ph: 0451 531 614**

**MASTER FRANCHISE MOBILE COFFEE VANS**  
**NET PROFIT \$171,249 (2012)**

- Est. 3½ years, all hard work has been done for you
- Overheads are low, profits high, no staff and no more than 4 hours per day office work
- The company delivers premium coffee to work places, functions and events
- Business is run from home and all training is provided
- Current franchisees are self managed



**Asking price: \$350,000**  
**Ref: 11195**  
**Contact: Peter Jackson**  
**Ph: 0418 986 991**

**WHOLESALE JEWELLERY**

- Niche market
- Run from home anywhere
- Low overheads, very high margins
- Substantial net income
- Significant potential for internet sales
- Training and support provided
- Proven successful model servicing retail jewellers which can be dramatically expanded



**Asking price: \$850,000 + SAV**  
**Ref: 11213**  
**Contact: Greg White**  
**Ph: 0413 876 543**

**INSURANCE REPAIRS & MAINTENANCE CONTRACTOR**  
**NET PROFIT \$1.1M (2012)**

- All North Qld insurance work
- Gov't and Council contracts
- Operating under management
- Est. 4 years – recognised name
- Includes new P&E valued at \$850k
- Strong sales history - huge potential for future growth



**Asking price \$1,950,000 + SAV (\$20k approx)**  
**Ref: 11132**  
**Contact: Myron Plumb**  
**Ph: 0415 303 370**

**SUB FRANCHISE STORES**  
**NEWCASTLE AREA**



Four to choose from located in Newcastle Australia's seventh largest city it is only 160kms north of Sydney. Located in the heart of the Hunter Region and bordered by a stunning coastline with beautiful beaches.

minimal input or as a stable earner for those entering the industry who would not normally have the experience and/or know how to prosper as an independent.

**Asking Price: \$200K to \$650K**  
**Contact: Matthew Page**  
**Ph: 0418 115 204**

These franchise stores are Ideal as a quality return on investment with

**VIBRANT BONDI RESTAURANT AND COCKTAIL BAR!**



- Located on busy road that bustles after dark.
- Inside and outside seating for 70.
- Cocktail bar and restaurant.
- Huge potential for owner chef.
- Easy to change cuisine if required the position speaks for itself.
- Keep it the same or make it your own.

**Asking Price: \$150,00**  
**Ref: 11125**  
**Contact: Matthew Page**  
**Ph: 0418 115 204**

**HAIRCARE PRODUCTS FRANCHISE**  
**CHOICE OF TWO SYDNEY LOCATIONS**



- Nets owner \$180,000 under management. More if owner worked in business.
- No industry experience required.
- Proven Franchise group with strong Franchisor support.
- Lucrative industry boasts exceptional growth.
- Finance available.
- Prime locations.
- Multiple revenue streams.
- Fantastic return on investment

**Asking Price: \$429,000 + Stock**  
**Ref: 10740**  
**Contact: John Bentley**  
**Ph: 0418 288 117**

**SUCCESSFUL SERVICES BUSINESS**  
**NEWCASTLE AREA**



- Established for 22 years with leading presence in NSW.
- Wide range of blue chip clients across Sydney.
- Service only business with experienced team in place.
- Suit owner with management and sales experience.

No technical background required

**Asking Price: \$995,000 (neg)**  
**Ref: 11051**  
**Contact: Sean Wolrige**  
**Ph: 0405 784 132**

**SEA CHANGE! (1HR FROM SYDNEY)  
NETS PROFIT \$195,152 PA**



Currently under full management. Busiest shopping centre location, minutes from beach. 4.5 year lease remaining.

Turnover \$17,500 plus per week (huge potential for owner operator to increase sales). Rent sits at 12% of turnover. The store refurbishment and upgrade have recently been

completed meeting GJC standards. No more to pay!! Store is not solely reliant on shopping centre traffic.

Don't miss out.

**Asking Price: \$595,000**  
**Ref: 11155**  
**Contact: Mark Scott**  
**Ph: 0447 219799**

**MANAGED IT, HOSTED SERVICES + ISP  
NET RETURN TO OWNER: \$220K**



- Outstanding opportunity for business growth.
- Featuring a low maintenance hosting facilities in the Global Switch data centre, a proven reseller model, long standing client base with over 50% under contract and it is an ISP in its own

right. September's quarter income is up 23.5% on the same quarter last year!

- Full training and extended handover available.

**Asking Price: \$420,000**  
**Ref: 11134**  
**Contact: Graham Peters**  
**Ph: 0414 232 248**

**HI TECH INDUSTRIAL INSTRUMENTATION  
OWNER EARNINGS \$199K AVERAGE**



- Exclusive nationwide supplier agreements.
- Leverage off growing calibration services.
- Long term Blue Chip client base .

- Business established 16 years.
- Recession proof due to govt. mandated minimum accreditation standards.

**Asking Price: \$695,000**  
**Ref: 11120**  
**Contact: Geoffrey Sawyer**  
**Ph: 0414 575 267**

**CUSTOM KITCHEN DESIGN & INSTALLATION  
TURN KEY OPERATION**



- Over 20 years servicing the Hunter, Port Stephens and surrounding areas.
- Modern showroom offers the latest in kitchen cabinetry and benchtops.
- Owner willing to train in all aspects of business.
- Offers a very reasonable return on investment, fully supported by financials.

- Option to buy freehold.
- An opportunity to live and work in one of the most idealic coastal regions in NSW.

**Asking Price: \$125,000 + SAV**  
**Ref: 11146**  
**Contact: Stuart McLachlan**  
**Ph: 0404 687 706**

**CAFE - SYDNEY INNER WEST**

Turnover averaging: \$24,000 pw. Lease: 5 + 5 years.

Situated in a busy inner west suburb of Sydney. It is one of the busiest cafe in the area selling Campos coffee. Coffee sales 45kg per week. Full commercial kitchen.



**Asking Price: \$570,000**  
**Contact: Canaan Lim 0411 492 804**

**Ref:11102**

**COFFEE CLUB FRANCHISE OPPORTUNITY**

- Sydney metro shopping complex.
- Largest on the north side.
- Returns \$188K to an owner operator.
- Coffee Club Mission.
- Good food, great service and excellent coffee.
- A welcoming relaxed meeting place enriching contemporary lifestyle



**Asking Price: \$499,000 plus SAV**  
**Contact: Matthew Page 0418 115 204**

**Ref:11172**

**BRAND NEW FRANCHISE**

- Brand new Pretzel World Franchise!
- Trading inside a big shopping centre in Sydney. All brand new equipment and fixtures.
- Proven franchise system with low overhead cost.
- 120 stores across Australia.



**Asking Price: \$199,000**  
**Contact: Canaan Lim 0411 492 804**

**Ref:11191**

**HAIR AND BEAUTY SALON INNER CITY**

- Net profit: \$225,000 pa
- Beautiful fit out.
- Bonus \$60,000 atm income per year.
- Nail artist space \$38,000 rental income.
- Long term accounts, better buying and secured future jobs are just the tip of the iceberg. You don't want to miss this one!



**Asking Price: \$330,000**  
**Contact: Marco Gentili 0404 805 222**

**Ref:11211**

**MASTER AREA FRANCHISE - PHOTOGRAPHY**

Turnover: \$107,690 pa. Net profit: \$77,800.

Exclusive Master Area Franchise of a booming photography business. Established client base (repeat business).

Massive potential for growth and sales of sub-franchise areas. Currently only taping into small percentage of market. Systemised business.



**Asking Price: \$149,000**  
**Contact: Adeel Momin 0408 972 756**

**Ref:11111**

**CBD CAFE - 5 DAYS, LOW RENT**

- Turnover averaging: \$9,000 pw
- Rent: \$760 pw
- Lobby cafe situated in the centre of Sydney CBD. Only light cooking and very easy to managed. Long lease. Consistent turnover throughout the year.



**Asking Price: \$250,000**  
**Contact: Canaan Lim 0411 492 804**

**Ref:11115**

**CENTRAL COAST COFFEE CLUB FRANCHISE**

- Turnover \$12,000 to \$15,000 per week.
- This store has great development potential. Long term lease. Preferred franchise for many blue chip lenders.
- Only shop selling restaurant quality food in growing shopping centre.
- Stable earner for someone lacking the experience to prosper as an independent.



**Asking Price: \$350,000 plus SAV**  
**Contact: Stuart McLachlan 0404 687 706**

**Ref:11192**

**HUNTER VALLEY RESTAURANT/FUNCTION CENTRE**

- Caters for up to 160 people for functions and 120 people in the restaurant.
- Average weekly sales of \$13,000.
- Open just 3 nights per week.
- Average weekly earnings of \$3,500.
- Pre-bookings to the value of \$150,000.
- Owner willing to assist in transition.



**Asking Price: \$250,000 plus SAV**  
**Contact: Stuart McLachlan 0404 687 706**

**Ref:11200**

**POPULAR VIBRANT LOCAL CAFE**

- Prominent corner location popular with locals.
- Indoor and outdoor seating for 45.
- Low rent and easy hours makes this business a no brainer for the smart buyer.
- 6 days operation, can change to 7 days to increase profit.
- For due diligence: Invoices, rosters, z-readings and daily reconciliation sheet.



Ref:11224

**Asking Price: \$210,000**  
**Contact: Tony Choong 0411 197 768**

**HOME APPLIANCES RETAILER POPULAR FRANCHISE BRAND**

- Busy inner west main road shopping precinct.
- Long lease. All stocks on consignment.
- Very popular brand.
- Training provided by franchisor.
- Partnership split, need to sell.
- Very attractive return for owner operator in less than 2.5 years.



Ref:11146

**Asking Price: \$495,000**  
**Contact: Tony Choong 0411 197 768**

**EXCEPTIONAL LOCATION!! TURNOVER PA \$1.1M**

If you had the opportunity to pick a location in the centre this would be it. Pride of place. Under full management. Owner operator NETS \$270K pa. One of the best looking and most vibrant stores I have seen. In the top 5 GJC stores in NSW. As the most recognised coffee franchise available in Australia.



Ref: 11087

This business enjoys the brand power and marketing that the Franchisor provides as well as the ongoing training and support.

**Asking Price: \$969,000**  
**Contact: Mark Scott 0447 219 799**

**DISCOUNT BARGAIN STORE – THE SHIRE**

- \$110,000 + net profit pa.
- Long lease. Low overheads.
- Busy shopping precinct. Main road location.
- 25 years of operation.
- Solid buying power. Full training provided.
- Limited competition.



Ref:11163

**Asking Price: \$45,000 plus Stock**  
**Contact: Clifford Forster 0422 486 277**

**BEST WOOD FIRED PIZZA IN TOWN**

- Owner works 25 hours per week.
- Very easy to run. Great first business!
- Nets owner operator \$80,000+.
- Located on the city fringe surrounded by apartments.
- Growing delivery business.
- Open only 5 hours per day. Scope to do lunches.
- Brand new equipment and long lease in place.



Ref:11193

**Asking Price: POA**  
**Contact: Sean Wolrige 0405 784 132**

**TAKE AWAY FOOD SHOP – THE SHIRE**

- Serving burgers, chickens, fish, salads + more!
- Full training provided.
- Limited competition.
- \$5,000+ pw profit. 7% rental on turnover.
- Long lease (5 + 5). 25 years of operation.
- Outstanding light and sound.
- Busy main road.



Ref:11167

**Asking Price: \$299,000**  
**Contact: Clifford Forster 0422 486 277**

**HYDRAULICS SALES AND SERVICE**

- Annual turnover of \$1.4M
- Diversified and loyal client base
- Business established 15 years
- Excellent location in dynamic and growing regional hub
- Sale also includes growing equipment hire business and motorcycle sales.
- Owners looking to retire.



Ref:11209

**Asking Price: \$930,000 plus SAV**  
**Contact: Geoffrey Sawyer 0414 575 267**

**COFFEE CLUB FRANCHISE – EASTERN SUBURBS**

- Turnover averaging \$542,377 pa.
- Nets owner operator \$135,000 pa.
- Long lease 5 years – lease just been resigned.
- Large seating area for 70 people – shop size 32sqm.
- Great location in shopping centre – on a level where there is no competition (no other coffee shop or food serving outlet on that level).



Ref:11214

**Asking Price: \$470,000**  
**Contact: Adeel Momin 0408 972 756**

**SYDNEY'S HOTTEST NIGHTCLUB**



- Sydney's number 1 party strip.
- 6am liquor license.
- Long lease (5 + 5).
- 350 capacity license.
- 4 bars in club for fast service.
- Outstanding light and sound.
- Recent new fit out.
- Fully systemised from experienced operators.
- Plenty of private booth seating.

**Asking Price: \$849,000**  
**Ref: 11221**  
**Contact: Clifford Forster**  
**Ph: 0422 486 277**

**MICHEL'S PATISSERIE**

- One of the best Michel's in North Coast.
- Excellent return and very popular with the locals and visitors.
- Lease to 2018, excellent rent, fully renovated.
- Net \$170K pa for owner operator.



Ref:11230

**Asking Price: \$480,000**  
**Contact: Tony Choong 0411 197 768**

**SURF BY DAY RESTAURATEUR BY NIGHT**

- Sales \$800,000 + pa.
- NEW day and night function room.
- Mostly local clientele base, with strong all year round trade.
- You are not just buying a business. You are creating a new lifestyle.



Ref:11217

**Asking Price: \$249,000**  
**Contact: Marco Gentili 0404 805 222**

**EFM HEALTH CLUBS - NSW BRW'S FASTEST GROWING FRANCHISE LIST**



- Captive audiences.
- Unique fitness model that works.
- Align themselves with hospitals, corporations and schools.
- 60 clubs Australia wide.
- Extensive franchise support and minimal outgoings.
- Background in fitness and health ideal but not required.

**Asking Price: \$POA**  
**Ref: 11047**  
**Contact: Sean Wolrige**  
**Ph: 0405 784 132**

**CRUST GOURMET PIZZA OPPORTUNITIES**

- Several existing locations to choose from.
- Sydney metro.
- Turn over \$25,000 to \$30,000 per week.
- Good profitability for owner/operator.
- Great franchise support.



**Asking price: \$600,000 to \$750,000**  
**Contact: Matthew Page 0418 115 204**

**SUMO SALAD HILLS DISTRICT**

- Long lease! Low rent!
- Net profit \$150K+
- Great location at entrance to food court. New fit-out just completed. No more to do. Walk in and make money. Lease through to Feb 2019. Great start as your first retail business



**Asking price: \$395,000**  
**Contact: Mark Scott 0447 219799**

**SAFETY AND SECURITY FENCING – SOUTH BRISBANE** (Brisbane Region) - Owner retiring after 34 years. This company supplies and installs industrial security fencing and security gates, including automated sliding industrial gates. Covering the greater Brisbane area for 34 years. Net income to owner for 2012 FY of \$330,046. Asking \$689,000 + SAV. #10330. Contact Peter Jackson 0418 986 991.

**AUSSIE FARMERS DIRECT** (QLS) - Fantastic opportunity to get into one of Australia's leading franchise companies. Aussie Framers Direct are looking for franchisees from the Gold Coast up to the Sunshine Coast. Good dollars to be earned for the enthusiastic and motivated operator. Asking \$115,000. #11112. Contact Glen Dixon 0410 517 000.

**EL NINO OPPORTUNITY “CAR WASH”** (South East) - Established 12 years. Owner wants to retire. Fully equipped, 1 car wash machine, 3 self serve bays, kiosk & coffee machine etc. Busy road location with about 25,000 cars driving past daily. 24 hour cash business. Asking \$400,000 + SAV. #11088. Contact Guy Cooper 0431 227 644.

**BUSINESS OPPORTUNITY WITH MBE** (South East) - This very unique opportunity will not last for long, especially at this asking price! MBE Business Service Centres is the leading non-food retail franchise opportunity in the world. More than 6,200 centres operating in 30 countries. The number one business services network in the world. Over 45 centres operating in Australia and New Zealand. 30 years of steady growth. An MBE centre opens somewhere every week. Asking \$69,000 + SAV. #11086. Contact Peter Jackson 0418 986 991.

**NATIONAL HEALTHCARE PRODUCTS** (South East) - This very exciting business has been supplying hospitals, aged care and similar for 12 years. Has been in major expansion mode and has already got a number of contracts on hand. Most contracts are just starting so have long life and expect sales and profits to be quite substantial. Contracts are with State Government and expected NET \$806,000 in 2012/13. Asking \$1,600,000 + SAV. #11028. Contact Tim Craft 0411 874 452.

**DINE IN/TAKEAWAY – BROADBEACH CENTRAL!!** (South East) - Established three years in extremely busy area - central Broadbeach. Prime location in business and tourist hub - plenty of foot traffic. Quality shop fit and kitchen with first-class equipment. Would suit husband and wife team or owner/operator with takeaway food experience. Asking \$145,000 WIWO. #11019. Contact Myron Plumb 0415 303 370.

**MANUFACTURER ESTABLISHED 18 YEARS UNDER MANAGEMENT** (South East) - Highly respected business with unique and diverse product range. Excellent staff and management in place – this business runs itself! Five days a week only. Very little competition in the area. Plant and equipment valued at approx \$200K. Asking \$575,000 + SAV. #10985. Contact Myron Plumb 0415 303 370.

**WELL KNOWN AND INDEPENDENT SHOE STORE FOR SALE** (South East) - Situated in premier location on the Gold Coast. Only shoe store in the area!! Stocking popular and exclusive imported brands. Catering for young ladies and the older clientele that want style and comfort. Bags and accessories complete the overall shopping experience. Excellent rental and lease terms in place. Asking \$75,000 WIWO. #11002. Contact Deirdre King 0451 531 614.

**FURNITURE REMOVALS AND STORAGE** (South East) - Long established furniture removal and storage. Business located in Yatala, Northern Gold Coast. Owner retiring after 25 years. 5 vehicles and lots of plant and equipment in good working order. Asking POA. #10962. Contact Guy Cooper 0431 227 644.

**COMMERCIAL PRINTING BUSINESS UNDER FULL MANAGEMENT** (South East) - Established 35 years in South East Queensland. Fantastic commercial clients who offer repeat business. Great management and staff in place. Plant and equipment valued at \$1.2M. Fantastic opportunity for the astute investor! Asking \$1,200,000 + SAV. #10949. Contact Myron Plumb 0415 303 370.

**BROADBEACH HAIR SALON WITH GUARANTEED INCOME** (South East) - For sale is an outstanding hair salon in Broadbeach. Stunning \$80,000 fit-out for only \$55,000 entry cost. The current owners will rent both chairs for approx. 10 months to help you on your way. This will generate for the new owner \$20,000 in secure income while you build your business. The price includes shortcuts software POS system valued at \$15,000. Asking \$55,000. #10932. Contact Deirdre King 0451 531 614.

**SHADE SAILS - SALES AND INSTALLATION** (South East) - All systems in place, and training. Perfect for handyman or tradie, no specific skills required. 25 years licence with option to take over Master Licence from 30/6/13, which means new owner would retain all ongoing commissions generated from licensees. Presently have sold licences in Brisbane North and Brisbane West areas, with the intention to concentrate on selling more licences in Queensland after the sale on Gold Coast. The opportunity is there for the new owner to take the sale of licences Australia wide. Asking \$149,000. #10925. Contact Peter Jackson 0418 986 991.

**LIFESTYLE BUSINESS AND INVESTMENT OPPORTUNITY** (South East) - BCT Transfers are currently looking for new franchisees in all states of Australia as they continue to grow and expand and the franchisees are a vital part in the success of this company. For this reason BCT have high standards for franchisees within the company. Joining the BCT Team gives franchisees the flexibility to: Work when they want. Choose how much work they want. Take time off and holiday whenever a driver wants. Asking \$50,000 + GST + lease. #10618. Contact David Fitzgerald 0411 693 588.

**COMMERCIAL ELECTRICAL CONTRACTING BUSINESS** (Hunter, Central and North Coasts) - Established 29 years - Gold Coast South. Extremely strong trading history. Well recognised name in industry. Loyal, dedicated staff in place. Solid blue-chip clientele - including gov't and council sectors. Huge potential for further growth. Owners ready for retirement. Asking \$295,000 WIWO. #10953. Contact Myron Plumb 0415 303 370.

**LONG ESTABLISHED FENCING CONTRACTOR** (Hunter, Central and North Coasts) - All types of retail and manufactured fencing supplied and erected. Established 10 years. One owner with experienced contractors in place. Diversified client base with future contracts. Great add on opportunity to existing construction related business. Asking \$595,000. #10860. Contact Greg White 0413 876 543.

**MAJOR FAST FOOD FRANCHISE** (North Coast) - Best location in major Northern Rivers Coastal town. Quality fit out with excellent as new equipment. Current owner/operator has done all the hard work. Located in a great place to live. Must be sold. Asking \$330,000 + SAV. #11000. Contact Greg White 0413 876 543.

**FANTASTIC OPPORTUNITY - CAFE RESTAURANT & BAR** (South East) - Unique ambience, well-loved with great energy and strong trade, fully licensed, live music, easy to run - 50 seats, established 3 yrs, current owner retiring. Asking \$150,000 - \$180,000. #10424. Contact Glen Dixon 0410 517 000.

**HOME RENTALS BUSINESS TERRITORIES AUSTRALIA** (Queensland) - What an outstanding opportunity to get a start in this fast growing home goods rental market. Territories available currently are in SA, VIC, TAS, ACT, NSW and QLD. The territories on offer will have a 100,000 population as a minimum! Proven and established systems - Secured territories. Home based Business. No staff - No rent - Good lifestyle. Excellent returns on investment (R.O.I). This is without doubt a ground floor opportunity to secure a lifestyle business and income. Impressive report (IBIS) available with industry's past, current and future growth in Aust. Asking \$75,000 + \$50K working capital. #10753. Contact Glen Dixon 0410 517 000.

**MUFFIN BREAK – SUNSHINE COAST** (Queensland) - Situated on the Sunshine Coast – Noosa. Large kiosk with substantial communal seating. Rent will be \$1,696 /month plus outgoings promo, storage + GST. Investment of \$70K secures this business. A great opportunity awaits the right person. Asking \$70,000 + SAV. #11033. Contact Chris Cooper 0403 865 959.

**GOURMET PASTRY - WHOLESALE BAKING & DISTRIBUTION** (ACT) - Includes all recipes. Customer data for 70+ retail clients. Only 5 day per week operation - wholesale only. Good rent and facilities. Contract driver deliveries. Asking \$419,000. #10863. Contact John Bentley 0418 288 117.

**HOTEL PLUS MOTEL FREEHOLD** (Blue Mountains) - Favourite tourists destination all year round. Holds frequent weddings, parties and functions. A-la-carte award winner restaurant plus other food outlets. Large commercial land with D.A. for shopping centre. Under management. Asking \$2,090,000. #11083. Contact Ray Jason 0404 477 750.

**BAKERY** (Central Tablelands) - This store has a long history of 42 years. Price includes building. New owner doesn't have to be a baker as there's already a system in place and bakers in place. Thriving country town. Mid-western highway, main street location with regular passing trade of trucks and travellers. Asking \$600,000 + stock. #10852. Contact Canaan Lim 0411 492 804.

**RETAIL FURNITURE & HOMEWARES – CHILDREN** (Eastern Sydney) - Good lease on attractive location. Well recognised brand. Fresh and original designer furniture that is ecologically minded. Full training and management support provided to ensure a smooth transition. Asking \$50,000 plus stock. #10777. Contact Sean Wolrige 0405 784 132.

**FABULOUS CONTINENTAL PATISSERIE** (Eastern Sydney) Fantastic central location. Great looking shop with all brand new equipment. Only 5.5 days!! This is a wonderful business, with lovely owners and great customers. No night baking. Full training and ongoing support. Asking \$170,000. #10787. Contact Marco Gentili 0404 805 222.

**CONVENIENCE STORE** (Eastern Sydney) - Great location - located at the heart of Sydney's most prestigious beach, this shop has constant walking traffic even at midnight! Part of a large buying group with great discounts but no franchise and marketing fees to be paid. Offers a wide range of products. Sells newspapers, tobacco, fruits, flowers, groceries and is subagent. Asking \$190,000 + stock. #10981. Contact Canaan Lim 0411 492 804.

**MOTEL FREEHOLD - LIFESTYLE OPPORTUNITY** (Forster) - Situated in the heart of Forster on the NSW Holiday Coast. 500 metres to beach, 200 meters to Wallis Lake. Spacious rooms plus 3 bedroom manager's residence. Easy to operate. Asking P.O.A. #10762. Contact John Bentley 0418 288 117.

**HOSPITALITY SUPPLY STORE** (Hornsby)- Turnover \$7,000 pw. Selling toiletry needs, cleaning products, party essentials, wine containers, towels to restaurants, schools, chemists, nursing homes, child care centres, clubs, motels and hotels. Operated by one person, 5 days, short hours. Easy to run and a very profitable business. Asking \$165,000. #11145. Contact Ray Jason 0404 477 750.

**MOTEL 20 UNITS, FREEHOLD WITH LICENSED RESTAURANT** (Lower South Coast) - Fantastic lifestyle change. Fully licensed restaurant and inground pool. Built in 1960 with the present owner. Situated in major town centre near shopping centre. Close to golf course and beaches, boating and great fishing. 7,256 Sqm of land with plenty of room for further development. Asking \$950,000. #10515. Contact Ray Jason 0404 477 750.

**FREEHOLD HOLIDAY UNITS** (Murray River) - Muray River district town centre, 3 ½ star rated, nine units all self contained. Brick and tile plus inground pool. Established 32 years. Close to clubs, pubs, restaurants, cafe, shops and the river. Asking \$660,000. #10528. Contact Ray Jason 0404 477 750.

**SUB FRANCHISE STORE NEWCASTLE GREAT LOCAL COMPLEX** (New South Wales) Turnover averaging almost \$15,500 per week plus. New 5 year lease. No rental bond required. One of the best local complexes in Newcastle. The Newcastle regional is one of the fastest growing population areas of NSW. Located in busy suburban shopping complex with exterior access. Asking \$499,000 + SAV. #11228. Contact Matthew Page 0418 115 204.

**RETAIL LIGHTING STORE** (Northern Beaches) - Major shopping centre location. Established in 2006 this business is perfectly positioned for explosive growth. It's sister store in the eastern suburbs has proved to be a wonderfully profitable business in a similar location and with the same product range. Asking \$140,000 plus SAV. #10648. Contact John Bentley 0418 288 117.

**FREESTANDING FACTORY WORKSHOP** (Silverwater) - Freehold 1442.6 Sq m. Tenant due to enter lease. Tenant to pay rent of \$40,560 pa + GST + O/g, building insurance \$2760 pa. Potential to build addition/offices. Asking \$750,000. #10888. Contact Ray Jason 0404 477 750.

**LADIES FASHION BOUTIQUE** (Sutherland Shire) Great location – Located in the busiest footway area in the shire. The present owner has been operating this business successfully for over 3 years and is looking to retire. Take over and expand an already successful operation. Asking \$99,000. #11189. Contact Clifford Forster 0422 486 277.

**ALARMS, INTERCOM, VACUUM & CAMERA SYSTEMS** (Sydney) - Business has been established for over 20 years and has an extensive client base. All employees are long serving, experienced and dedicated. Long standing relationships with prominent project home builders. Significant number of monitored clients (approx 220) provides consistent high-margin income. Asking \$200,000. #10533. Contact Matthew Page 0418 115 204.

**REPUTABLE SURVEYING PRACTICE** (Sydney) Solid client base providing recurring fees with a healthy spread. Stable experienced team of registered surveyors, senior and junior technicians. Cater to a couple of desirable niche markets. Convenient location in large modern premises. Asking P.O.A. #10833. Contact Sean Wolrige 0405 784 132.

**COFFEE SHOP** (Sydney Region) - Goes through 50-60 kgs of coffee per week. Light cafe style meals with no heavy cooking. Premier shopping centre position in fast growth area. Cheap rent and set franchise fee not dependent on your turnover. Suits experienced couple. Potential to open for early breakfast and deliveries. Top presentation with internal seating and out under cover. Asking \$500,000. #11225. Contact Ray Jason 02 9899 1999.

**CHICKEN SHOP - 40 YRS, MAIN ROAD, LOW RENT** (Sydney Region) -Iconic chicken shop – 40 years of history! HUGE potential – It was previously bought for \$190K and the T/O was doing \$8-9K p.w. Only chicken and chips shop within a 5km radius Great location – Surrounded by 4 high schools and right at the main road. Asking \$25,000 + stock . #11215 . Contact Canaan Lim 0411 492 804.

**FREEHOLD SERVICE CENTRE** (Western Sydney) Suitable for workshop, tyre centre, car wash or development. Zoned commercial. Possibly 3 story development with shops on ground level and large function centre on top or residential units, villas - subject to council approval. Asking \$1,600,000. #11001. Contact Ray Jason 0404 477 750.

**MECHANICAL REPAIRS AND SERVICES RADIATORS AND BATTERIES** (Western Sydney) - Operating in the Western suburbs for the past 18 years this extremely busy Independent Mechanical Repairs and Services specialising in radiators and batteries. Large range of clients, personal, car yards, fleet managers, industrial and trucking. Long lease available at very reasonable rental. Asking \$800,000. #10822. Contact Matthew Page 0418 115 204.

**RETAIL LIGHTING** (Western Sydney) - Established 12 years in current location. Excellent premises located on a busy main road. New lease available. Great opportunity to get into a business with immediate cash flow. Profitable and stable business. Asking \$300,000 plus stock approx \$200,000. #10643. Contact John Bentley 0418 288 117.

**FISHING TACKLE STORE** (Western Sydney) - Great lifestyle business! Strong local customer base. Member of buying group getting strong benefits and support. Extensive array of fishing rods, reels, tackle and accessories. A one stop shop for all fishermen. Asking \$75,000 plus stock. #10793. Contact Sean Wolrige 0405 784 132.

**IMPORT/WHOLESALE/RETAIL (E-COMMERCE)** This business has sold and distributed nearly one million environmentally friendly products that are very popular across all age groups of men, women and children. Very easy to run business and the potential to gain a quick return on the investment is real. The business has two sales channels, wholesale and retail (E-commerce only). Asking \$92,500 + SAV. # 11206. Contact Stuart McLachlan 0404 687 706.



Patron Mrs Georgina Hope Rinehart  
**SMALL BUSINESS ASSOCIATION  
OF AUSTRALIA**

Small Business Association of Australia is a membership based organisation.

Besides providing excellent networking opportunities its two main objectives are to reduce small business failures and to provide a pathway of support to business owners who are either experiencing problems within their business or who have failed.

We will show you how to avoid the pitfalls and will provide you with the tools to make you successful, to grow, to develop and to prosper.

Our workshops are **FREE** to our members that are conducted twice per month from March to November and will cover every aspect of small business.



To find out why you should become a member  
visit us on [www.smallbusinessassociation.com.au](http://www.smallbusinessassociation.com.au)



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