

MEANING BUSINESS

News and information on business sales in Australia



**STATE OF THE MARKET
FOR EACH STATE INSIDE!**



Welcome to the Quarter 2 edition of Meaning Business.

Each Quarter we review the last three months of transactions and analyse buyer demand, business values and supply of businesses in several markets and industries across Australia.

Earlier this year we received requests for these reports to be amended to reflect different geographic regions, and so this report has been prepared to show the State Of The Market in five regions; NSW, Victoria, Queensland, South Australia, and Western Australia. This is Benchmark's "view of the world" and it may differ from brokerage to brokerage – just as we have found that there are differences in regional markets, different firms will also have experienced different results to those which Benchmark has achieved over the last three months. This will largely be a product of the types of businesses that the firms have been selling over the period.

This guide to the market is intended to provide participants in the Small Business area to understand what businesses are selling for.





BUYER DEMAND

THE HIGH & LOW OF BUSINESS SALES

Many people are surprised to find that business sales are seasonal. There is rise and fall in demand for small business each year, and the rise and fall in demand is (usually) quite predictable.

Just like farming, there are “seasons” for business sales. The high demand times (highs) are:

- **January/February**
- **Post Easter**
- **September**

And the “low” times occur in:

- **March**
- **June/July/August**
- **October/November**

WHY THE LOWS AND HIGHS?

There are some interesting reasons for some of the highs and lows. For example, October is a time of low demand because people become distracted by Football Grand Finals, Motor Racing, and Horse racing events.

The biggest “high” of the year is January and February. Why? Well..... it’s primarily psychological. Many people are unhappy with their jobs and they just postpone doing anything about quitting, until that week between Christmas and New Year when people have time to think about what they are doing, and where their lives are heading. Then on New Year’s Eve many people make the commitment to themselves (as a “New Year’s Resolution”) that they are going to take action, and it’s that moment that things change... and in the next few days of holiday time people start to browse business for sale websites, and to start looking, and thinking about buying a business..

The holiday season is basically the only convenient time people have to sit down, unwind, think and put an action plan together. Holiday makers are usually on their laptops in the evenings doing the research for the next day.

Many small business owners feel that selling a business over the Christmas/New Year’s break is a waste of time. The truth is that Christmas and New Year is a fantastic time to sell a business.

PLAN TO SELL IN THE HIGH SEASON

Knowing that there are predictable highs and lows during a year can have a significant affect upon business planning. Knowing when demand will be highest enables business owners (and their advisors) to create plans for exit to maximise value by putting the business to the market when demand is greatest.

ONE MORE THING TO THINK ABOUT

One of the reasons why the June, July, August months are quieter, is not only reduced demand, but also because of increased supply.

Traditionally, many business owners and their advisors have waited until the end of the financial year to get the accounts prepared and have then “put the business on the market”. This common practice has seen the number of businesses offered for sale increase at that time of the year, and (obviously) supply and demand affect value.... So think about taking your business to the market when demand is highest – and supply is low.

THIS YEAR

2020 is going to be an exceptional year for business sales. While the Covid-19 pandemic has adversely affected many industries and businesses, some have benefitted, - and higher profits may mean higher values for those sectors, and (naturally) some sectors will experience reduced profitability and therefore lower business values will result.

Demand from buyers has followed the trend in all regions, but demand is slightly lower than previous years – up until now. It is possible that the increasing numbers of unemployed will see an increase in “Buy a Job” buyers and investors in the latter half of 2020. That was what happened in the GFC period.

EXPERIENCE MATTERS

An experienced, qualified and professional business broker will be able to provide guidance on how to best plan the “timing” of your business sale. It could make a significant difference to the sale result.

Speak to a professional. Call us on 1300 366 521.

VIEW THIS QUARTER’S STATE OF THE MARKET REPORT FOR EACH STATE





The Queensland Small Business STATE OF THE MARKET REPORT

QUARTER 2
2020

Type	Category	Demand	Value	Approx ROI	Type	Category	Demand	Value	Approx ROI	
ACCOMMODATION	Aged Care	↑	↑	9% to 14%	SERVICES	Equipment Hire	↑	⊞	16% to 33%	
	Caravan Parks Freehold	⊞	⊞	9% to 19%		Labour Hire	↓	⊞	25% to 33%	
	Caravan Parks Leasehold	⊞	⊞	16% to 25%		Printing	↓	⊞	50% to 100%	
	Hotels Leasehold	⊞	⊞	13% to 30%		Professions	↓	⊞	50% to 100%	
	Motels	↓	↓	18% to 33%		Real Estate/Property Management	↑	⊞	20% to 33%	
AUTOMOTIVE	Automotive Dealership	↓	↓	14% to 25%		Security	↑	↑	20% to 33%	
	Car Rental	⊞	⊞	15% to 30%		Serviced Office	↓	↓	33% to 60%	
	Caravan/Motorcycle/Marine Dealership	↓	↓	20% to 35%		Clothing Retail	↓	↓	50% to 200%	
	Mechanical Workshops	⊞	⊞	33% to 60%		Discount & Variety	↓	↓	50% to 100%	
	Service Stations	↑	↑	33% to 45%		Gifts & Florists	↓	↓	50% to 100%	
DOMESTIC SERVICES	Cleaning Companies	↑	↑	22% to 33%	RETAIL	Homeware & Furniture	↑	↑	50% to 100%	
	Maintenance	↑	↑	25% to 37%		Online Retail	↑	↑	20% to 40%	
EDUCATION & TRAINING	Childcare Centre	↑	⊞	16% to 20%		Pet Services & Products	⊞	⊞	25% to 33%	
	RTO & Training	↑	⊞	22% to 33%		Post Office & Newsagencies	⊞	⊞	50% to 100%	
HAIR & BEAUTY	Cosmetic Salons	↑	⊞	33% to 50%		Supermarket (Large)	↑	↑	25% to 38%	
	Hair & Beauty Salons	⊞	⊞	45% to 100%		Supermarket (Small)	⊞	⊞	50% to 100%	
HOSPITALITY	Bakeries	↓	↓	50% to 100%		SPORTS & RECREATION	Adventure	↑	⊞	25% to 50%
	Bars & Clubs	↓	↓	33% to 100%			Gymnasiums	↓	↓	33% to 50%
	Café/Coffee Lounge	↓	↓	50% to 100%		STORAGE	Storage Complexes	↑	⊞	16% to 26%
	Catering & Events	↓	⊞	33% to 100%			TRADES	Air Conditioning	↑	↑
	Food Franchise	↓	↓	50% to 100%	Electrical & Plumbing			↑	⊞	33% to 55%
	Takeaway & Casual Dining	↓	↓	50% to 100%	Home Improvement			⊞	↑	33% to 100%
	Vending	↓	⊞	22% to 35%	Pool Servicing			⊞	⊞	33% to 100%
ENGINEERING & MANUFACTURING	Construction	↑	⊞	25% to 38%	TRAVEL & TRANSPORT	Courier		↑	↑	50% to 100%
	Engineering	↑	↑	24% to 33%		Road Transport	↑	↑	25% to 50%	
	Manufacturing	↑	↑	25% to 50%		Logistics	↑	⊞	25% to 38%	
MEDIA & COMMUNICATION	Entertainment	↓	↓	50% to 100%	UTILITIES & INFRASTRUCTURE	Vegetation Management	↑	↑	22% to 40%	
	Internet	↑	⊞	20% to 33%		Power Supply & Solar	⊞	⊞	22% to 33%	
	IT & Communications	⊞	⊞	25% to 50%		Waste	↑	↑	16% to 33%	
	Marketing	⊞	↓	40% to 100%		Water Treatment	↑	↑	16% to 25%	
SERVICES	Accounting Practices	⊞	⊞	25% to 33%	WHOLESALE	Equipment Wholesale	⊞	⊞	25% to 33%	
	Dental & Medical	↑	↑	18% to 33%		Food Wholesale	⊞	⊞	25% to 33%	
	Facilities Management	↑	↑	20% to 33%		Product Wholesale	⊞	⊞	25% to 33%	

RISING ↑ FALLING ↓ STEADY ⊞

About this report

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The New South Wales Small Business STATE OF THE MARKET REPORT

QUARTER 2
2020

Type	Category	Demand	Value	Approx ROI	Type	Category	Demand	Value	Approx ROI	
ACCOMMODATION	Aged Care	↑	↑	9% to 14%	SERVICES	Equipment Hire	↑	⊞	16% to 33%	
	Caravan Parks Freehold	⊞	⊞	9% to 19%		Labour Hire	↓	⊞	25% to 33%	
	Caravan Parks Leasehold	⊞	⊞	16% to 25%		Printing	↓	⊞	50% to 100%	
	Hotels Leasehold	↑	⊞	13% to 30%		Professions	↓	⊞	50% to 100%	
	Motels	↓	↓	18% to 33%		Real Estate/Property Management	↑	⊞	20% to 33%	
AUTOMOTIVE	Automotive Dealership	↓	↓	14% to 25%		Security	↑	↑	20% to 33%	
	Car Rental	↓	⊞	15% to 30%		Serviced Office	↓	↓	33% to 60%	
	Caravan/Motorcycle/Marine Dealership	⊞	↓	20% to 35%		RETAIL	Clothing Retail	↓	↓	50% to 200%
	Mechanical Workshops	↓	↓	33% to 60%			Discount & Variety	↓	↓	50% to 100%
	Service Stations	↑	↑	33% to 45%			Gifts & Florists	↓	↓	50% to 100%
DOMESTIC SERVICES	Cleaning Companies	↑	⊞	22% to 33%	Homeware & Furniture		↑	⊞	50% to 100%	
	Maintenance	↑	↑	25% to 37%	Online Retail		↑	↑	20% to 40%	
EDUCATION & TRAINING	Childcare Centre	↑	⊞	16% to 20%	Pet Services & Products		⊞	⊞	25% to 33%	
	RTO & Training	↑	⊞	22% to 33%	Post Office & Newsagencies		⊞	⊞	50% to 100%	
HAIR & BEAUTY	Cosmetic Salons	⊞	⊞	33% to 50%	Supermarket (Large)		↑	↑	25% to 38%	
	Hair & Beauty Salons	⊞	⊞	45% to 100%	Supermarket (Small)		⊞	⊞	50% to 100%	
HOSPITALITY	Bakeries	↓	↓	50% to 100%	SPORTS & RECREATION		Adventure	↑	⊞	25% to 50%
	Bars & Clubs	↓	↓	33% to 100%		Gymnasiums	↓	↓	33% to 50%	
	Café/Coffee Lounge	↓	↓	50% to 100%	STORAGE	Storage Complexes	↑	⊞	16% to 26%	
	Catering & Events	⊞	⊞	33% to 100%		TRADES	Air Conditioning	↑	↑	25% to 50%
	Food Franchise	↓	↓	50% to 100%	Electrical & Plumbing		⊞	⊞	33% to 55%	
	Takeaway & Casual Dining	↓	↓	50% to 100%	Home Improvement		⊞	↑	33% to 100%	
	Vending	⊞	⊞	22% to 35%	Pool Servicing		↓	⊞	33% to 100%	
ENGINEERING & MANUFACTURING	Construction	↑	⊞	25% to 38%	TRAVEL & TRANSPORT		Courier	↑	↑	50% to 100%
	Engineering	↑	⊞	24% to 33%		Road Transport	↑	↑	25% to 50%	
	Manufacturing	↑	↑	25% to 50%		Logistics	↑	⊞	25% to 38%	
MEDIA & COMMUNICATION	Entertainment	↓	↓	50% to 100%	UTILITIES & INFRASTRUCTURE	Vegetation Management	↑	↑	22% to 40%	
	Internet	↑	⊞	20% to 33%		Power Supply & Solar	↓	⊞	22% to 33%	
	IT & Communications	⊞	⊞	25% to 50%		Waste	↑	↑	16% to 33%	
	Marketing	⊞	↓	40% to 100%		Water Treatment	↑	↑	16% to 25%	
SERVICES	Accounting Practices	↑	⊞	25% to 33%	WHOLESALE	Equipment Wholesale	⊞	⊞	25% to 33%	
	Dental & Medical	↑	↑	18% to 33%		Food Wholesale	⊞	⊞	25% to 33%	
	Facilities Management	↑	↑	20% to 33%		Product Wholesale	⊞	⊞	25% to 33%	

RISING ↑ FALLING ↓ STEADY ⊞

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The Victorian Small Business STATE OF THE MARKET REPORT

QUARTER 2
2020

Type	Category	Demand	Value	Approx ROI	Type	Category	Demand	Value	Approx ROI	
ACCOMMODATION	Aged Care	↑	↑	9% to 14%	SERVICES	Equipment Hire	⊖	⊖	16% to 33%	
	Caravan Parks Freehold	⊖	⊖	9% to 19%		Labour Hire	↓	⊖	25% to 33%	
	Caravan Parks Leasehold	↓	⊖	16% to 25%		Printing	↓	↓	50% to 100%	
	Hotels Leasehold	↓	↓	13% to 30%		Professions	↓	⊖	50% to 100%	
	Motels	↓	↓	18% to 33%		Real Estate/Property Management	⊖	⊖	20% to 33%	
AUTOMOTIVE	Automotive Dealership	↓	↓	14% to 25%		Security	↑	↑	20% to 33%	
	Car Rental	↓	⊖	15% to 30%		Serviced Office	↓	↓	33% to 60%	
	Caravan/Motorcycle/Marine Dealership	↓	↓	20% to 35%		RETAIL	Clothing Retail	↓	↓	50% to 200%
	Mechanical Workshops	↓	↓	33% to 60%			Discount & Variety	↓	↓	50% to 100%
	Service Stations	↑	↑	33% to 45%			Gifts & Florists	↓	↓	50% to 100%
DOMESTIC SERVICES	Cleaning Companies	↑	↑	22% to 33%	Homeware & Furniture		↓	↓	50% to 100%	
	Maintenance	↑	↑	25% to 37%	Online Retail		↑	↑	20% to 40%	
EDUCATION & TRAINING	Childcare Centre	↑	⊖	16% to 20%	Pet Services & Products		⊖	⊖	25% to 33%	
	RTO & Training	↑	⊖	22% to 33%	Post Office & Newsagencies		↓	↓	50% to 100%	
HAIR & BEAUTY	Cosmetic Salons	↑	↑	33% to 50%	Supermarket (Large)		↑	⊖	25% to 38%	
	Hair & Beauty Salons	⊖	⊖	45% to 100%	Supermarket (Small)		↑	⊖	50% to 100%	
HOSPITALITY	Bakeries	↓	↓	50% to 100%	SPORTS & RECREATION		Adventure	⊖	⊖	25% to 50%
	Bars & Clubs	↓	↓	33% to 100%		Gymnasiums	↓	↓	33% to 50%	
	Café/Coffee Lounge	↓	↓	50% to 100%	STORAGE	Storage Complexes	⊖	⊖	16% to 26%	
	Catering & Events	↓	⊖	33% to 100%		TRADES	Air Conditioning	⊖	⊖	25% to 50%
	Food Franchise	↓	↓	50% to 100%			Electrical & Plumbing	⊖	⊖	33% to 55%
	Takeaway & Casual Dining	↓	↓	50% to 100%			Home Improvement	⊖	⊖	33% to 100%
	Vending	↓	⊖	22% to 35%			Pool Servicing	↓	⊖	33% to 100%
ENGINEERING & MANUFACTURING	Construction	⊖	⊖	25% to 38%	TRAVEL & TRANSPORT		Courier	↑	↑	50% to 100%
	Engineering	⊖	⊖	24% to 33%		Road Transport	↑	↑	25% to 50%	
	Manufacturing	↑	↑	25% to 50%		Logistics	↑	⊖	25% to 38%	
MEDIA & COMMUNICATION	Entertainment	↓	↓	50% to 100%	UTILITIES & INFRASTRUCTURE	Vegetation Management	↑	↑	22% to 40%	
	Internet	↑	⊖	20% to 33%		Power Supply & Solar	↓	↓	22% to 33%	
	IT & Communications	⊖	⊖	25% to 50%		Waste	↑	↑	16% to 33%	
	Marketing	⊖	↓	40% to 100%		Water Treatment	↑	↑	16% to 25%	
SERVICES	Accounting Practices	⊖	⊖	25% to 33%	WHOLESALE	Equipment Wholesale	⊖	⊖	25% to 33%	
	Dental & Medical	↑	↑	18% to 33%		Food Wholesale	⊖	⊖	25% to 33%	
	Facilities Management	↑	↑	20% to 33%		Product Wholesale	⊖	⊖	25% to 33%	

RISING ↑ FALLING ↓ STEADY ⊖

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The South Australian Small Business STATE OF THE MARKET REPORT

QUARTER 2
2020

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ACCOMMODATION	Aged Care	↑	↑	9% to 14%	SERVICES	Equipment Hire	↓	⇒	16% to 33%	
	Caravan Parks Freehold	↓	⇒	9% to 19%		Labour Hire	⇒	⇒	25% to 33%	
	Caravan Parks Leasehold	↓	⇒	16% to 25%		Printing	↓	↓	50% to 100%	
	Hotels Leasehold	↓	↓	13% to 30%		Professions	↓	⇒	50% to 100%	
	Motels	↓	↓	18% to 33%		Real Estate/Property Management	↑	⇒	20% to 33%	
AUTOMOTIVE	Automotive Dealership	↓	↓	14% to 25%		Security	↑	↑	20% to 33%	
	Car Rental	↓	⇒	15% to 30%		Serviced Office	↓	↓	33% to 60%	
	Caravan/Motorcycle/Marine Dealership	↓	↓	20% to 35%		RETAIL	Clothing Retail	↓	↓	50% to 200%
	Mechanical Workshops	↓	↓	33% to 60%			Discount & Variety	↓	↓	50% to 100%
	Service Stations	↑	↑	33% to 45%			Gifts & Florists	↓	↓	50% to 100%
DOMESTIC SERVICES	Cleaning Companies	↑	↑	22% to 33%	Homeware & Furniture		↓	↓	50% to 100%	
	Maintenance	↑	↑	25% to 37%	Online Retail		↑	↑	20% to 40%	
EDUCATION & TRAINING	Childcare Centre	↑	⇒	16% to 20%	Pet Services & Products		⇒	⇒	25% to 33%	
	RTO & Training	↑	⇒	22% to 33%	Post Office & Newsagencies		↓	↓	50% to 100%	
HAIR & BEAUTY	Cosmetic Salons	↑	↑	33% to 50%	Supermarket (Large)		↑	↑	25% to 38%	
	Hair & Beauty Salons	⇒	⇒	45% to 100%	Supermarket (Small)		⇒	⇒	50% to 100%	
HOSPITALITY	Bakeries	↓	↓	50% to 100%	SPORTS & RECREATION		Adventure	↓	↓	25% to 50%
	Bars & Clubs	↓	↓	33% to 100%		Gymnasiums	↓	↓	33% to 50%	
	Café/Coffee Lounge	↓	↓	50% to 100%	STORAGE	Storage Complexes	↑	⇒	16% to 26%	
	Catering & Events	↓	↓	33% to 100%		TRADES	Air Conditioning	⇒	⇒	25% to 50%
	Food Franchise	↓	↓	50% to 100%			Electrical & Plumbing	↓	⇒	33% to 55%
	Takeaway & Casual Dining	↓	↓	50% to 100%			Home Improvement	⇒	⇒	33% to 100%
	Vending	↓	↓	22% to 35%			Pool Servicing	↓	⇒	33% to 100%
ENGINEERING & MANUFACTURING	Construction	⇒	⇒	25% to 38%	TRAVEL & TRANSPORT		Courier	↑	↑	50% to 100%
	Engineering	⇒	⇒	24% to 33%		Road Transport	↑	↑	25% to 50%	
	Manufacturing	⇒	⇒	25% to 50%		Logistics	↑	⇒	25% to 38%	
MEDIA & COMMUNICATION	Entertainment	↓	↓	50% to 100%	UTILITIES & INFRASTRUCTURE	Vegetation Management	↑	↑	22% to 40%	
	Internet	↑	⇒	20% to 33%		Power Supply & Solar	↓	⇒	22% to 33%	
	IT & Communications	⇒	⇒	25% to 50%		Waste	↑	↑	16% to 33%	
	Marketing	⇒	↓	40% to 100%		Water Treatment	↑	↑	16% to 25%	
SERVICES	Accounting Practices	↑	⇒	25% to 33%		WHOLESALE	Equipment Wholesale	↓	⇒	25% to 33%
	Dental & Medical	↑	↑	18% to 33%	Food Wholesale		⇒	⇒	25% to 33%	
	Facilities Management	↑	↑	20% to 33%	Product Wholesale		⇒	⇒	25% to 33%	

RISING ↑ FALLING ↓ STEADY ⇒

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QUARTER 2
2020

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	Caravan Parks Leasehold	↓	⊖	16% to 25%		Printing	↓	↓	50% to 100%	
	Hotels Leasehold	↓	↓	13% to 30%		Professions	↓	⊖	50% to 100%	
	Motels	↓	↓	18% to 33%		Real Estate/Property Management	⊖	⊖	20% to 33%	
AUTOMOTIVE	Automotive Dealership	↓	↓	14% to 25%		Security	↑	↑	20% to 33%	
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	Mechanical Workshops	↓	↓	33% to 60%			Discount & Variety	↓	↓	50% to 100%
	Service Stations	↑	↑	33% to 45%			Gifts & Florists	↓	↓	50% to 100%
DOMESTIC SERVICES	Cleaning Companies	↑	↑	22% to 33%	Homeware & Furniture		↓	↓	50% to 100%	
	Maintenance	↑	↑	25% to 37%	Online Retail		↑	↑	20% to 40%	
EDUCATION & TRAINING	Childcare Centre	↑	⊖	16% to 20%	Pet Services & Products		↓	⊖	25% to 33%	
	RTO & Training	⊖	⊖	22% to 33%	Post Office & Newsagencies		↓	↓	50% to 100%	
HAIR & BEAUTY	Cosmetic Salons	↑	↑	33% to 50%	Supermarket (Large)		↓	⊖	25% to 38%	
	Hair & Beauty Salons	↑	⊖	45% to 100%	Supermarket (Small)		⊖	⊖	50% to 100%	
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	Bars & Clubs	↓	↓	33% to 100%		Gymnasiums	↓	↓	33% to 50%	
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	Catering & Events	⊖	⊖	33% to 100%		TRADES	Air Conditioning	↑	⊖	25% to 50%
	Food Franchise	↓	↓	50% to 100%			Electrical & Plumbing	↑	⊖	33% to 55%
	Takeaway & Casual Dining	↓	↓	50% to 100%			Home Improvement	⊖	⊖	33% to 100%
	Vending	↓	⊖	22% to 35%			Pool Servicing	⊖	⊖	33% to 100%
ENGINEERING & MANUFACTURING	Construction	↓	⊖	25% to 38%	TRAVEL & TRANSPORT		Courier	↑	↑	50% to 100%
	Engineering	⊖	⊖	24% to 33%		Road Transport	↑	↑	25% to 50%	
	Manufacturing	⊖	↑	25% to 50%		Logistics	↑	⊖	25% to 38%	
MEDIA & COMMUNICATION	Entertainment	⊖	⊖	50% to 100%	UTILITIES & INFRASTRUCTURE	Vegetation Management	↑	↑	22% to 40%	
	Internet	↑	⊖	20% to 33%		Power Supply & Solar	↓	⊖	22% to 33%	
	IT & Communications	⊖	⊖	25% to 50%		Waste	↑	↑	16% to 33%	
	Marketing	⊖	↓	40% to 100%		Water Treatment	↑	↑	16% to 25%	
SERVICES	Accounting Practices	↑	⊖	25% to 33%		WHOLESALE	Equipment Wholesale	⊖	⊖	25% to 33%
	Dental & Medical	↑	↑	18% to 33%	Food Wholesale		⊖	⊖	25% to 33%	
	Facilities Management	↑	↑	20% to 33%	Product Wholesale		↓	⊖	25% to 33%	

RISING ↑ FALLING ↓ STEADY ⊖

About this report

This **State Of the Market Report** compares the current sale prices for a range of business types with sale prices from the previous quarter. Usually supply and demand are the greatest factors influencing values, but there are other factors which influence the value of small businesses. In this report we provide a guide to business values across many sectors, - across Australia. Within Australia there can be variances in business values which may be a reflection of local conditions.

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