

# MEANING BUSINESS

News and information on  
business sales in Australia



*Pictured: John Kasapi winning the REIV  
Business Broker of the Year 2021*



STATE OF THE MARKET  
FOR EACH STATE INSIDE!

## Welcome to the Quarter 3 2021 edition of Meaning Business.

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

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 guide to the market is intended to provide information on what sort of values business owners are getting when selling, and what sort of demand movements the market is seeing.

Benchmark Business Sales and valuations is Australia's largest business brokerage with six offices in five states, and 50 specialist business brokers covering a wide range of business sectors. Each year Benchmark sells hundreds of businesses and provides business valuations and appraisals for many small business owners and their advisors. Benchmark has the largest database of business sales data (produced by a brokerage) in Australia.

## AUSTRALIA'S AWARD WINNING BUSINESS BROKERAGE DOES IT AGAIN!

For the third year in a row,  
John Kasapi has won the REIV  
Business Broker of the Year  
Award for 2021!

Contact us to see why we are  
Australia's most awarded  
business brokerage.

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# SMALL BUSINESS SALES

WHAT'S HOT? WHAT'S NOT?

QUARTER 3 2021

Each Quarter we review the past three months of business sales, buyer enquiry and values. We separate the data onto monthly information and show the trends for each state in a table of many industry types (**Small Business Sales** and **Supply**). It is interesting to note that the number of businesses listed across Australia has dropped over the last year. In March 2020 approximately 13,500 businesses were listed for sale. In March 2021 that number was 11,600. The number of businesses listed for sale on websites is a guide only, but the trend is clear. There are less businesses on the market today than were for sale a year ago.



## WHATS HOT

Buyer enquiry has been consistent throughout the quarter. What has changed is the sectors which have received the greatest number of enquiries. Buyer demand for Hospitality has dropped, and other sectors have risen. Here is a short list of the new "hot" sectors.

- Home improvement
- Service Stations
- Supermarkets
- Cleaning companies
- Construction and maintenance
- Labour hire
- Transport
- Online retail
- Vegetation management
- Medical



## WHAT'S NOT

Some small business categories have seen decreased interest from buyers. Main sectors which have seen reduced interest are:

- Hotels
- Hospitality
- Bakeries
- Bars & Clubs
- Entertainment
- Retail
- Professions
- Gymsnasiums



## VALUES AND PRICES

Increases and decreases in buyer demand do not always affect value. Value is also impacted by sentiment and (of course) profit. The following sectors have seen increased values:



## INCREASED

- Home improvement
- Service stations
- Supermarkets
- Construction and maintenance
- Labour hire
- Transport
- Online retail

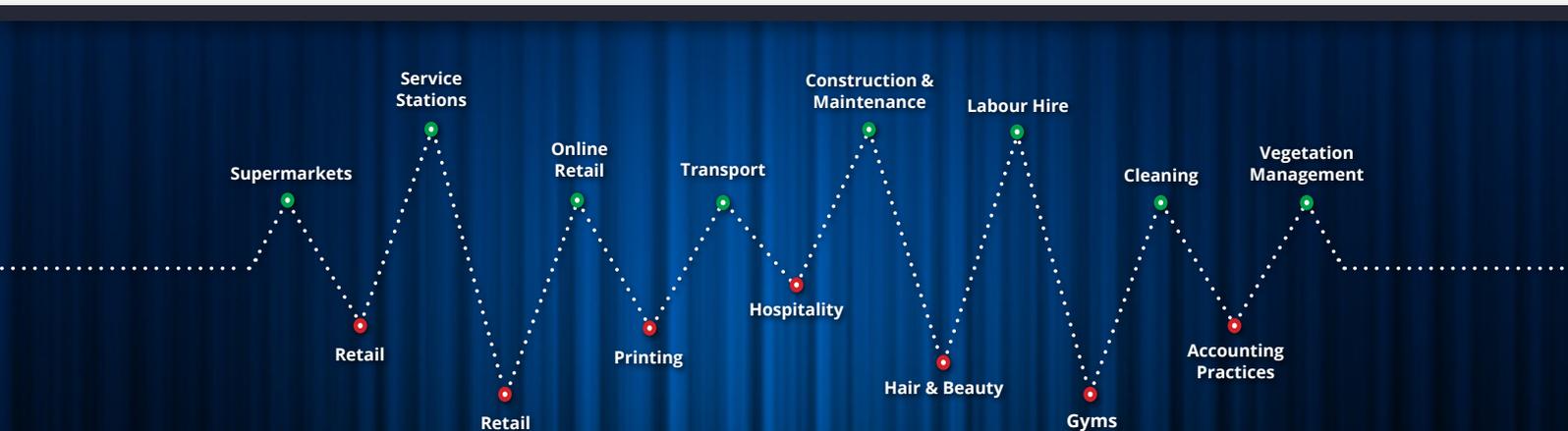
Some sectors have suffered a loss in value.



## REDUCED

- Gymnasiums
- Professions
- Retail
- Hospitality
- Hair & Beauty
- Print

The following pages display the "State Of The Market" report for each state across Australia, based upon the enquiry and sales results achieved by Benchmark business brokers across Australia for the last quarter.





# The Queensland Small Business STATE OF THE MARKET REPORT

QUARTER 3  
2021

Type	Category	Demand	Value	Approx ROI	Type	Category	Demand	Value	Approx ROI	
ACCOMMODATION	Aged Care	↑	⊞	9% to 14%	SERVICES	Equipment Hire	↑	⊞	20% to 33%	
	Caravan Parks Freehold	↑	⊞	9% to 25%		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	↓	↓	19% to 40%		Real Estate/Property Management	↑	⊞	20% to 33%	
AUTOMOTIVE	Automotive Dealership	↓	↓	14% to 25%		Security	↑	↑	20% to 33%	
	Car Rental	⊞	↑	18% to 36%		Serviced Office	↓	↓	33% to 60%	
	Caravan/Motorcycle/Marine Dealership	↑	⊞	20% to 40%		RETAIL	Clothing Retail	↓	↓	50% to 200%
	Mechanical Workshops	⊞	⊞	33% to 100%			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 33%	
EDUCATION & TRAINING	Childcare Centre	↑	⊞	16% to 20%	Pet Services & Products		⊞	⊞	25% to 33%	
	RTO & Training	↑	↑	22% to 50%	Post Office & Newsagencies		↑	⊞	33% 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	⊞	⊞	35% 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 80%		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%	

## About this report

RISING ↑ FALLING ↓ STEADY ⊞

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. Within Australia there can be variances in business values which may be a reflection of local conditions hence these reports are state based.

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# The New South Wales Small Business STATE OF THE MARKET REPORT

QUARTER 3  
2021

Type	Category	Demand	Value	Approx ROI	Type	Category	Demand	Value	Approx ROI	
ACCOMMODATION	Aged Care	↑	⊞	9% to 14%	SERVICES	Equipment Hire	↑	⊞	20% 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	⊞	↓	19% to 40%		Real Estate/Property Management	↑	⊞	20% to 33%	
AUTOMOTIVE	Automotive Dealership	⊞	↓	14% to 25%		Security	↑	↑	20% to 33%	
	Car Rental	⊞	↑	18% to 36%		Serviced Office	↓	↓	33% to 60%	
	Caravan/Motorcycle/Marine Dealership	⊞	⊞	20% to 40%		RETAIL	Clothing Retail	↓	↓	50% to 200%
	Mechanical Workshops	⊞	⊞	33% to 100%			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 33%	
EDUCATION & TRAINING	Childcare Centre	↑	⊞	16% to 20%	Pet Services & Products		↑	⊞	25% to 33%	
	RTO & Training	↑	↑	22% to 50%	Post Office & Newsagencies		↑	⊞	33% 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	⊞	⊞	35% 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 80%		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%	

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# The Victorian Small Business STATE OF THE MARKET REPORT

QUARTER 3  
2021

Type	Category	Demand	Value	Approx ROI	Type	Category	Demand	Value	Approx ROI	
ACCOMMODATION	Aged Care	↑	↑	9% to 14%	SERVICES	Equipment Hire	↑	⇒	20% to 33%	
	Caravan Parks Freehold	⇒	⇒	9% to 15%		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	⇒	⇒	18% 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	↑	⇒	25% to 50%	Post Office & Newsagencies		⇒	⇒	33% 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	↑	↑	25% 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%	

## About this report

RISING ↑ FALLING ↓ STEADY ⇒

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# The South Australian Small Business STATE OF THE MARKET REPORT

QUARTER 3  
2021

Type	Category	Demand	Value	Approx ROI	Type	Category	Demand	Value	Approx ROI	
ACCOMMODATION	Aged Care	↑	↑	9% to 14%	SERVICES	Equipment Hire	↑	⇒	20% 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	⇒	⇒	18% 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 30%	
EDUCATION & TRAINING	Childcare Centre	↑	↑	16% to 20%	Pet Services & Products		⇒	⇒	25% to 33%	
	RTO & Training	↑	⇒	25% to 50%	Post Office & Newsagencies		↑	⇒	33% 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%	

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# The Western Australian Small Business STATE OF THE MARKET REPORT

QUARTER 3  
2021

Type	Category	Demand	Value	Approx ROI	Type	Category	Demand	Value	Approx ROI	
ACCOMMODATION	Aged Care	↑	↑	9% to 14%	SERVICES	Equipment Hire	↑	⊞	20% 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%	
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	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 33%	
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	RTO & Training	↑	⊞	25% to 50%	Post Office & Newsagencies		↑	↑	33% to 100%	
HAIR & BEAUTY	Cosmetic Salons	↑	↑	33% to 50%	Supermarket (Large)		⊞	⊞	27% to 38%	
	Hair & Beauty Salons	⊞	↓	45% to 100%	Supermarket (Small)		↑	⊞	50% to 100%	
HOSPITALITY	Bakeries	↓	↓	50% to 100%	SPORTS & RECREATION		Adventure	⊞	⊞	30% 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%	

## About this report

RISING ↑ FALLING ↓ STEADY ⊞

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. Within Australia there can be variances in business values which may be a reflection of local conditions hence these reports are state based.

**Demand** is measured by buyer enquiry on websites. **Value** is a reflection of sales data.

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