

MEANING BUSINESS

News and information on business sales in Australia



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



Welcome to the Quarter 4 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 businesses are selling for.





SMALL BUSINESS SALES

WHAT'S HOT? WHAT'S NOT?

2020 threw some unusual circumstances at us, and it looks like 2021 will be much the same. As a result of the bizarre events of 2020 some businesses became more profitable, some were less profitable, - and some small business categories became more desirable.

Here is an overview of the popular and the not-so-popular business sectors right now.



WHATS HOT

Buyer enquiry has been consistent throughout the third quarter of 2020, in fact the volume of buyer enquiry in Quarter 4 of 2020 has been almost identical to that of 2019, and 2018. What has changed is the sectors which have received the greatest number of enquiries. In previous years hospitality attracted the greatest number of enquiries. Interest in Hospitality has dropped, and other sectors have risen. Here is a short list of the new "hot" sectors.

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



WHAT'S NOT

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

- Motels and accommodation
- 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

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

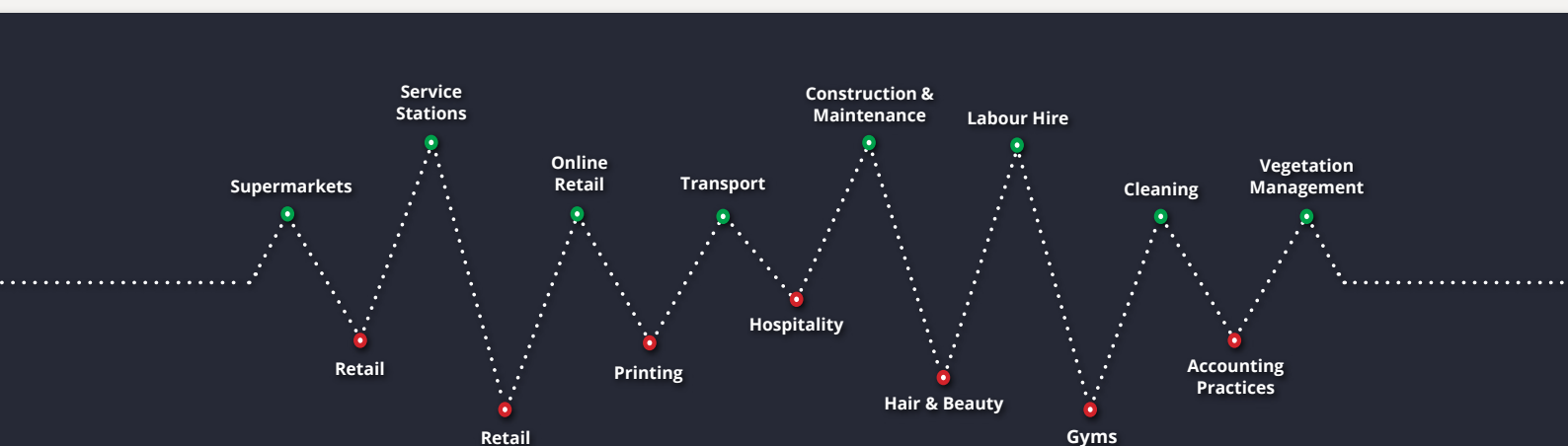
Some sectors have suffered a loss in value.



REDUCED

- Gymsnasiums
- Professions
- Retail
- Hospitality
- Medical
- 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.





The Queensland Small Business STATE OF THE MARKET REPORT

QUARTER 4
2020

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	⊞	↓	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 33%	
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	⊞	⊞	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 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 4
2020

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	↓	⊞	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 33%	
EDUCATION & TRAINING	Childcare Centre	↑	⊞	16% to 20%	Pet Services & Products		⊞	⊞	25% to 33%	
	RTO & Training	↑	⊞	25% 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 4
2020

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	↓	⊖	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	↑	⊖	25% 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 4
2020

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	↓	⇒	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 30%	
EDUCATION & TRAINING	Childcare Centre	↑	↑	16% to 20%	Pet Services & Products		⇒	⇒	25% to 33%	
	RTO & Training	↑	↑	25% 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 Western Australian Small Business STATE OF THE MARKET REPORT

QUARTER 4
2020

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	⇒	⇒	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 33%	
EDUCATION & TRAINING	Childcare Centre	↑	⇒	16% to 20%	Pet Services & Products		↓	⇒	25% to 33%	
	RTO & Training	↑	⇒	25% to 33%	Post Office & Newsagencies		↓	↓	50% 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%	

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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