

Should you Disclose your Business Name when Selling? Pros, Cons & Expert Guidance



Selling a business is a significant decision, and one of the first strategic choices is whether to disclose the company name in your marketing. Both approaches have merit, and the right path depends on your goals, industry, and circumstances.

Pros of Disclosing the Business Name

Revealing the name can build trust and attract serious buyers. A well-known brand with a strong reputation may command a premium and generate more interest. Buyers can research the business upfront, speeding up due diligence and potentially shortening the sale timeline.

Cons of Disclosing the Business Name

However, public knowledge of a sale can unsettle staff, suppliers, and customers. Competitors may exploit the situation, and if the sale falls through, it could create uncertainty. Confidentiality protects operational stability and allows for discreet negotiations.

Our Approach

At Kauri Business Sales, we understand that every business and vendor is unique. Our experienced team works closely with sellers to assess the best marketing strategy - whether that means full disclosure or a confidential listing. We often recommend starting with a blind ad, revealing the business name only to qualified buyers who have signed a Confidentiality Agreement (CA).

Our strength lies in rigorous buyer screening. We qualify potential purchasers based on financial capacity, industry experience, and intent, ensuring that only serious and suitable candidates are introduced to our vendors. This protects confidentiality while maintaining momentum in the sale process.

Ultimately, the decision to disclose the business name rests with the vendor. We provide expert advice, market insights, and strategic options - but we always respect the vendor's choice.

Final Thought

Whether you choose transparency or discretion, the key is preparation and trusted guidance. With Kauri Business Sales, you gain a partner who understands the nuances of business sales and is committed to helping you achieve a successful, stress-free outcome.

Current Listings



Auckland \$2 Stores

PRICE ON APPLICATION

FY25 EBITDA \$978K buy one or multiple sites



Auckland

\$395,000 + Stock

Thriving Automotive Workshop - Hibiscus Coast



Auckland

\$200,000 + Stock

Cabinetry and Bathroom Vanity manufacturing opportunity



Auckland

\$575,000 incl Stock

Motivated vendor for equipment sales business



Rotorua

\$349,000

Entry-level opportunity in accommodation market



Auckland

\$290,000

Long-standing, consistently profitable dental practice

Kauri Business Sales Team



[My Profile](#)

Khushdeep Sharma

Director

022 373 8555



[My Profile](#)

Graeme Fraser

Director

021 834 330



[My Profile](#)

Steve Alesech

Business Broker

021 949 009



[My Profile](#)

Jane Gu

Business Broker

022 028 0891



[My Profile](#)

Kelly Haggett

Business Broker

021 223 0011



[My Profile](#)

Christine Chen

Business Broker

022 317 1359



[My Profile](#)

Michelle Boag

Business Broker

021 940 884

Let's get social

Share this newsletter with your network and follow us on social media for more updates.



Contact Us

P: 0800 452 874

E: info@kauribusiness.co.nz

Level 9, 68 Shortland Street, Auckland 1010
New Zealand