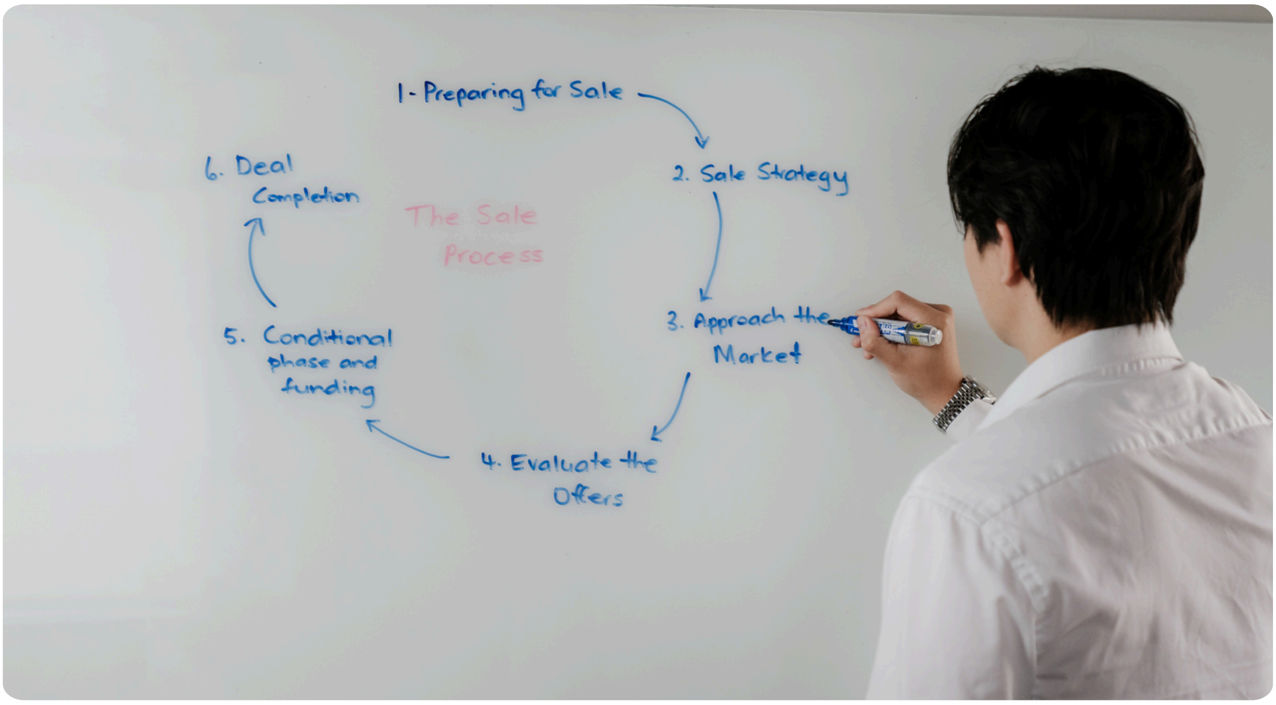
Setting Your Business up for a Strong Sale Outcome



In recent months, we've spoken about changing market conditions, shifting sentiment, and the opportunities that can emerge when confidence is subdued. For many SME owners, the question is no longer just when to sell, but how a business will be received when it goes to market.

Ultimately, value isn't set in isolation - it's shaped by how a buyer views risk, opportunity and ease of transition.

Buyers tend to form their view quickly. While financial performance matters, their focus is broader: how the business operates, how consistent it is, and how easily it could be stepped into. Strong numbers may open the door, but clarity and confidence are what move a deal forward.

One of the most common hurdles in SME businesses is owner reliance. Where key relationships, knowledge, or decision-making sit primarily with the owner, buyers often hesitate. In contrast, businesses supported by capable staff, clear processes and structured systems are seen as easily transferable.

Visibility also plays an important role. Buyers want to see how things work in practice - how jobs flow, how decisions are made and where accountability sits. When these elements are clear, they reduce uncertainty.

These qualities can't be quickly put in place when a business is being prepared for sale. They're developed gradually through practical improvements that not only make the business easier to run, but also clearer and more understandable to a potential buyer.

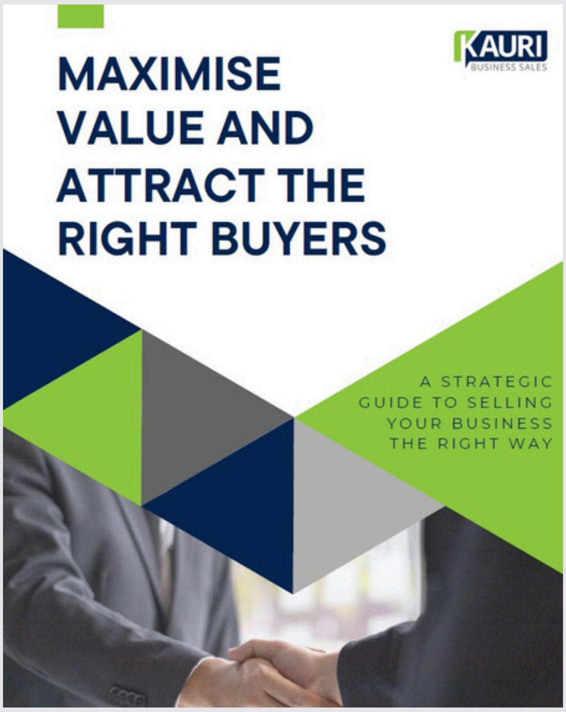
For many owners, preparation isn't about changing the business, but presenting it more effectively - through clean, consistent financials, documented processes, and a clearer operational picture that shapes how buyers engage.

In our experience, businesses that are easier to understand are easier to sell. They build confidence early, maintain momentum and often achieve stronger outcomes.

Whether selling is imminent or further down the track, taking the time to view your business through a buyer's lens is a valuable exercise. It highlights not just what's working, but what may need attention to support a smoother, more successful sale.

If you're starting to think about what that could look like, a free, no-obligation conversation can be a useful first step.

FREE Business Sales Guide



Preparing for a future business sale doesn't happen overnight. The most effective outcomes come from steps taken well before going to market.

To help provide some clarity, we've put together a free guide outlining the key areas to consider – from financial readiness and owner involvement through to positioning your business for buyer confidence.

If you're thinking about your long-term plans, or simply want to understand what preparation might look like, this is a useful place to start.

CLICK HERE FOR FURTHER DETAILS

Recent Sales

SOLD

Wholesale Distribution Business
FY25 EBITDA $362K

SOLD

Busy Auckland Dental Practice
with high profits

SOLD

Rotorua Liquor Store
$2.8M Annual Sales

SOLD

Thriving Automotive Workshop
in Hibiscus Coast

SOLD

Non-automated Laundromat in
busy commercial area

SOLD

Thriving, established
Physiotherapy practice

Kauri Business Sales Team

My Profile

Khushdeep Sharma
Director
022 373 8555

My Profile

Jane Gu
Business Broker
022 028 0891

My Profile

Steve Alesech
Broker | Buyers Agent
021 949 009

My Profile

Hanré Becker
Business Broker
027 807 7243

My Profile

Christine Chen
Business Broker
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