

## Thinking of Selling your Business? Start with the right valuation



***If you're considering selling your business whether now or in the future, one of the most important first steps is understanding what it's truly worth.***

As the end of the financial year approaches, many owners naturally review performance and future plans. While some turn to online "free appraisal tools" for a quick answer, those figures often miss what really drives buyer interest and value. A meaningful business appraisal goes beyond a mere formula. It requires understanding the people behind the business, how it operates and why it succeeds.

### **Yes the Numbers Matter - But they are just a starting point**

Financial performance is essential, but it's not the whole picture. Online calculators rely on averages and generic assumptions that can't account for the realities of your business - its stability, seasonality or risk profile. On the other hand, a consultative appraisal looks deeper. It considers how your profits are generated, how dependent the business is on you and how a buyer is likely to view future earnings into the financial year and beyond.

### **Your People, Systems and Reputation add value**

Strong staff culture, reliable systems and processes and your business's reputation don't just happen - they're built over time. These elements reduce risk for buyers and can significantly influence saleability and price.

Understanding how these strengths transfer to a new owner is something only a person-to-person conversation can uncover. It's not data you can input into an online tool.

### **Growth Potential tells the rest of the story**

Many businesses aren't at their peak - they have clear opportunities for growth. Buyers pay attention to what's possible, not just what's already been achieved. A thoughtful appraisal considers market position, scalability and where a new owner could add value. This helps position your business realistically and attract the right buyers.

### **The Bottom Line**

Your business represents years of effort, decision-making and investment. Its value deserves more than an instant estimate.

That's why we take a consultative, one-on-one approach because every business and every owner is different.

**If you'd like a free, no-obligation business appraisal from a broker who takes the time to listen and get it right, we'd love to talk. Let's start the conversation.**

## **Download our FREE Business Sales Guide**

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### **Maximise Value and Attract the Right Buyers**

Are you ready to discover your business's True Worth? **Download our free business sales guide.** It's packed with practical tips to help you get the best outcome.

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**SOLD**

Profitable Auckland Dessert Store - EBITDA \$266K+



**SOLD**

Work from Home 1-day per week and earn \$70,000 pa



**SOLD**

Established E-commerce Business FY25 EBITDA \$900K



**SOLD**

Thriving North Shore Cafe - \$712K+ EBITDA and climbing



**SOLD**

Established Family-owned Dental practice in Auckland



**SOLD**

Exceptional Taupo Lakeside Motel - 37 Units - Big Future

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