

Smart Business Buying: Creating Win-Win Outcomes for Buyers and Sellers



In business acquisitions, the best results happen when both parties win - the buyer secures a business that aligns with their goals, and the seller exits confidently knowing their legacy will continue. Achieving that outcome doesn't happen by chance; it requires experience, insight and the ability to align strategy, people and purpose.

That's the role of a Specialist Business Buyers Agent - to represent the buyer's interests while managing a fair, transparent, and ultimately successful transaction for all involved.

A Case in Point: Beautification Trust Acquires Packaging Recyclers

A recent example is the Beautification Trust's acquisition of Packaging Recyclers Ltd, a respected West Auckland company specialising in reuse and recycling services. Our Specialist Buyers Agent, **Steve Alesech**, represented the Trust with a clear objective: to secure a commercially viable business that also aligned with the Trust's environmental mission and long-term sustainability goals.

After an extensive market search, Packaging Recyclers stood out as the ideal fit - a profitable, family-owned enterprise built around sustainability and circular-economy principles. Through structured negotiation, clear communication and a focus on shared purpose, Steve helped bring both parties together to achieve a seamless transition.

For Packaging Recyclers founder Ken McFarlane, it meant passing his life's work to an organisation that would honour his commitment to environmental responsibility. For the Beautification Trust, it provided a strategic platform to expand its zero-waste programmes and strengthen its financial sustainability.

The existing management team remained in place, ensuring continuity for customers and staff - a true win-win outcome where purpose met performance.

Read more about the transaction on the Beautification Trust website:

[Beautification Trust acquires Packaging Recyclers.](#)

Why Engaging a Buyers Agent Works

For Buyers:

- Access to qualified, often off-market opportunities
- Guidance through valuation, funding, and negotiation
- Reduced risk, faster decisions, and better outcomes

For Sellers:

- Serious, well-prepared buyers ready to transact
- Professional communication and reduced disruption
- Confidence their business is passed to the right owner

The Takeaway

As a Buyers Agent, our mission is to create deals where both sides succeed - connecting motivated buyers with businesses that fit strategically, financially, and culturally. When handled professionally, acquisitions can unlock growth, build capability, and preserve legacies.

If you're considering acquiring a business - whether as a strategic expansion, investment, or your first step into ownership - we can help you identify, assess and secure the right opportunity with confidence.

Let's start the conversation!

Free Business Value Appraisal



Thinking about selling your business - or just curious about its market value?

Get a professional, no obligation business value appraisal from experts who understand what drives real value.

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Current Listings



Auckland

\$2,500,000 + Stock

Established fuel station on SH1
FY25 EBITDA \$577K



Auckland

\$295,000

Thriving, Established Physio
Practice - \$350K Return



Taupo

\$1,250,000 + GST

Exceptional Taupo Lakeside
Motel - 37 Units, Big Future



Auckland

\$270,000 incl Stock

General Dental Practice with
On-site Denture Service



Auckland

\$395,000

Vibrant Pilates Studio in Prime
CBD Location - Semi-Managed



Auckland

\$368,000 + Stock

Profitable Dessert Store
Normalised EBITDA over \$266K

Kauri Business Sales Team



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Khushdeep Sharma

Director
022 373 8555



[My Profile](#)

Jane Gu

Business Broker
022 028 0891



[My Profile](#)

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Broker | Buyers Agent
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