

Market Update

Issue 21

Australia's Business
Sales Market:

A Confident Start to 2025

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Future-Proof Investments: How to Spot a Business That's Built to Last

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Building a Strong Exit Strategy: How to Prepare Your Business for Sale

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Recent business sales



Hospitality

GOLD COAST
\$350,000



Leisure/Entertainment

BRISBANE
\$88,000



Automotive

MELBOURNE
\$69,000



Hospitality

SUNSHINE COAST
\$170,000



Leisure/Entertainment

BRISBANE
\$295,000



Industrial Manufacturing

MELBOURNE
\$3,300,000



Import/Export

GOLD COAST
\$289,000



Hospitality

SUNSHINE COAST
\$285,000



Hospitality

BRISBANE
\$450,000



Beauty/Health

MELBOURNE
\$4,300,000

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Australia's Business Sales Market: A Confident Start to 2025

If you're ready to make a change in 2025, you're not alone. Buyer confidence is high, quality listings are coming to market, and key sectors—like wholesale distribution, manufacturing, and ecommerce—are seeing strong activity. For those considering buying or selling a business in Australia, now is the time to act.

“It's an exciting time for both buyers and sellers,”

says Vince Konig, Co-Director and Business Broker at LINK Business Brisbane. “We're seeing a lot of good quality businesses come to market, and buyers are engaging seriously. There's a real energy in the market.”

Buyer Enquiry is Strong—and Offers Are Flowing

Vince notes a noticeable increase in buyer enquiry as we head toward the end of the financial year.

“Many people are thinking about their future plans, and it's translating into a constant stream of offers and settlements. The activity is definitely there.”

This kind of buyer behaviour signals more than just interest—it reflects optimism. Buyers are scanning the market for opportunity, but they're also ready to act when they find the right fit. For sellers, that's a promising sign.

Sellers Need Confidence—And Preparation is Key

While buyer interest is strong, Vince emphasises the importance of managing seller expectations.

“It's our job as brokers to help clients understand the market and how it fluctuates. It's not just about listing a business—it's about setting sellers up for success, which sometimes means being patient and strategic.”

He stresses that vendors who prepare early are in the best position to achieve a successful sale.

“Get your business in shape before you go to market. Secure your supply chains, understand your financials, and know your competitive landscape. The better prepared you are, the more confident you'll feel—and the smoother the process will be.”

Vendor Finance and Share Sales on the Rise

One noticeable trend shaping business sales in Brisbane is the growing use of vendor finance in larger transactions.

“Vendor finance is becoming more prevalent, particularly in higher-value deals.”

“More businesses are being sold as share sales rather than asset sales. That has implications for both tax and legal structuring, so again, early professional advice is essential.”

Opportunities Are Out There—Buyers Just Need to Be Ready

For buyers, there's plenty to get excited about.

“There are some cracking business buying opportunities in

the market right now, but it's important to be clear on what you're looking for—and ready to move when the right opportunity presents itself.”

Why Now? Conditions Are Lining Up

“Now is a great time to buy or sell a business—if you're prepared.” Vince continues: “At LINK, our goal is to make the process smooth and stress-free for both parties. Whether you're buying or selling, we're here to help you navigate the market with clarity and confidence.”

Building a Strong Exit Strategy: How to Prepare Your Business for Sale

Selling your business isn't just a transaction—it's the final chapter of everything you've built, and ideally, the beginning of your next adventure. A strong exit strategy doesn't just improve your sale price; it gives buyers confidence, keeps the process smooth, and puts you in control of how the story ends.

Start with the Numbers

Most buyers start with the financials—and so should you. Clean, well-organised accounts are a sign of professionalism and stability. They show that your business has been run properly and that there's nothing to hide.

Get your profit and loss statements, balance sheets, and cash flow reports up to date. Make sure the data is clear and easy to follow. If there have been seasonal dips or one-off spikes, be ready to explain them.

Make the Business Less About You

Buyers don't just want a product or service—they want a system that works without needing you at the centre of it. The more self-sufficient your business is, the more valuable it becomes.

Step back and look at your daily operations. Where are the bottlenecks? Are there tasks only you know how to do? Start streamlining now. Delegate where you can, and invest in people who can keep the wheels turning when you're no longer in the picture.

If you've got a strong team in place, that's a major selling point. So is having documented processes—Standard Operating Procedures (SOPs) that show how things get done. They reduce risk, speed up training, and make the handover far easier.

Brand Value Matters

Buyers notice branding. A strong, consistent brand creates trust, shows professionalism, and often points to customer loyalty and growth potential.

Look at how your brand presents—logo, website, tone of voice, social presence. Are they consistent? Do they reflect the quality of what you offer? If not, sharpen things up now. A small investment in branding can go a long way when it comes to buyer perception.

Sell Like a Buyer Would

The more prepared you are, the easier the sale will be. The ideal lead time? Anywhere from 12 to 24 months. That gives you time to resolve issues, build value, and show stable performance over time. Don't go it alone. An experienced broker, accountant, or legal advisor can flag issues early, help you present the business in its best light, and guide you through what to expect during due diligence. It's their job to see what buyers will ask before they even ask it.

Speak to LINK About Your Exit Plan

At LINK, we work with business owners every day who are planning ahead for a successful sale. Whether you're ready to list or just starting to think about life after business, our brokers can help you identify what adds value, where the risks are, and how to exit on your own terms.

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Future-Proof Investments: How To Spot A Business That's Built To Last

Buying a business isn't just about what it's doing now—it's about how well it can adapt to what's coming next. In a world shaped by rapid technology shifts, climate pressure, and changing social expectations, smart buyers look beyond the balance sheet.

If long-term value is your goal, you need to be asking: Can this business keep up?

Is it Tech-Savvy or Playing Catch-Up?

A business that uses the right technology is more efficient, scalable, and better prepared for change. Look for signs of digital adoption—automated systems, streamlined processes, e-commerce capability. If it's still relying on manual spreadsheets and dated tools, you'll likely be facing upgrade costs later.

Pay attention to their mindset, too. Do they regularly invest in new technology? Are they proactive about cybersecurity? Businesses that embrace digital tools and protect customer data are the ones more likely to thrive as tech continues to evolve.

Is It Treating Sustainability as Strategy?

Sustainability isn't a buzzword—it's becoming a business standard. The market, regulators, and even supply chains are favouring businesses that act responsibly. Check whether the business is reducing waste, managing its energy use, or making smarter sourcing decisions. It's not just good for the planet—it can reduce costs, attract customers, and future-proof the brand.

If there's an ESG policy (Environmental, Social and Governance), even better. That shows

forward thinking, and businesses with strong ESG credentials tend to attract more partners and face less reputational risk.

Is It Socially Aware and Market-Focused?

Modern businesses are expected to reflect the values of their customers, staff, and community. Businesses that ignore this tend to lose relevance fast. Have a look at company culture. Is it people-focused, inclusive, and open to feedback? Teams that feel valued are more productive and loyal. Also take note of how the business connects with its local community or social causes—these things matter more than ever.

Is it updating its offering **in line** with what the market wants? If it is, that's a **good sign** it'll keep doing so in future.

Taking the Long View

No business is future-proof in every way. But some are more prepared than others. Those that are open to change, values-led, and well-positioned in their market are far more likely to remain competitive in the years ahead.

Lean on LINK for Expert Insights

At LINK, we help buyers find more than just profitable businesses—we help them find smart, sustainable investments. Our brokers know what to look for and can guide you through the process with a long-term lens.

The numbers just keep getting **better and better**

\$2b+

of businesses listed on our global websites

250+

businesses sold globally per month (avg)

3,000+

businesses for sale internationally

73%

of buyers think about buying a business for up to three years

79%

of buyer prefer an established business

