

Market Update

Issue 22

Australia's Business
Sales Market:

A New Phase of Growth

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Australia's Business Sales Market Enters a New Phase of Growth

Australia's business sales market is undergoing a notable shift, driven by a surge in financial buyers entering the fold.

Navigating the 2025 M&A Surge: What Sellers Need to Know

Australia's mergers and acquisitions (M&A) market is gearing up for a busy year. With political stability following the election and interest rates expected to ease, conditions are lining up for a surge in deal activity.

Navigating the 2025 M&A Surge: Opportunities and Considerations for Buyers

If you're considering buying a business in 2025, understanding how to navigate this changing environment will be crucial.

Recent business sales



SOLD

Manufacturing

SOUTH EAST QUEENSLAND
\$6,000,000 + SAV



SOLD

Professional/Marketing

MELBOURNE
\$4,750,000



SOLD

Beauty/Health

MELBOURNE
\$EOI



SOLD

Construction

HOBART
\$Refer to broker



SOLD

Construction

SYDNEY
\$Refer to broker



SOLD

Construction

WESTERN SYDNEY
\$600,000



SOLD

Hire/Rent Services

GOLD COAST
\$600,000 WIWO



SOLD

Automotive

CAIRNS REGION
\$399,000 + SAV



SOLD

Food/Hospitality

ALBURY
\$125,000



SOLD

Beauty/Health

RESERVOIR
\$99,000

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Australia's Business Sales Market Enters a New Phase of Growth

Australia's business sales market is undergoing a notable shift, driven by a surge in financial buyers entering the fold. From private equity and family offices to newly formed search funds, these emerging players are bringing fresh energy—and competitive offers—to the table.

Mark Jason, Director at LINK Business Sydney, shares his perspective on the evolving landscape and the opportunities now emerging for both vendors and buyers.

Financial Buyers Re-shaping the Market

A marked rise in financial buyer activity is propelling Australia's mid-market forward.

“Expansion in the **buyer pool** is creating better outcomes,”

“There's been an explosion in the number of financial buyers,” Mark explains. “Private equity firms, ex-PE operators backed by high-net-worth individuals, and search funds are now actively pursuing quality businesses. Many are targeting baby boomer-owned enterprises—businesses with history, stable earnings, and retiring owners.”

Unlike traditional strategic acquirers, these buyers are typically seeking complete ownership, with minimal involvement from the outgoing owner post-sale.

“They're not after prolonged handovers or multi-year earn-outs. They understand that these vendors want a clean break—and they're structuring deals accordingly,” he says.

Greater Choice for Vendors

The influx of financial buyers is offering new pathways for vendors—especially those with profitable, well-established businesses.

“Where strategic buyers might have passed over a business in the past, we're now seeing alternative deal-makers come forward, often with more flexible terms,” Mark notes. “This expansion in the buyer pool is creating better outcomes, both in terms of price and structure.”

The Importance of Preparation

While the market is buoyant, Mark cautions that preparation is still key to a successful sale.

“There’s a significant wave of baby boomer businesses still to come online. That eventual increase in supply will create more competition for attention—and potentially soften pricing,” he explains.

His advice to vendors:

- Engage early with a trusted broker—one who understands the buyer landscape and can qualify leads effectively.

- Ensure your financials are in order. Well-prepared documentation builds buyer confidence.
- Assemble a strong advisory team. A lawyer and accountant with M&A experience can make a tangible difference.

“Being ready means you can move decisively when the right buyer appears,” Mark adds.

Mark’s final message is one of cautious optimism. “There’s real energy in the Australian market right now. The mix of quality listings and buyer demand is delivering strong results for those who are prepared.”

Navigating the 2025 M&A Surge: What Sellers Need to Know

Australia’s mergers and acquisitions (M&A) market is gearing up for a busy year. With political stability following the election and interest rates expected to ease, conditions are lining up for a surge in deal activity. Business and consumer confidence are both on the rise, and there’s around \$18.4 billion in deployable capital ready to be invested.

At LINK Business, we’re already seeing stronger demand from buyers. If you’re thinking about selling, understanding what’s ahead, and how to position your business, will be key to making the most of the opportunities coming through.

Being Sale-Ready Matters

In a more competitive market, the best-prepared businesses attract the strongest buyers and the best outcomes. Preparation goes beyond having tidy financials, it’s about making your business easy to step into and showing clear potential for the future.

What buyers are looking for:

- Reliable financial reporting, preferably reviewed or audited accounts that tell a consistent story.
- Well-documented systems, clear processes and procedures that don’t rely heavily on the owner.
- Evidence of growth potential, practical, achievable ways the business could expand.
- Clear risk management, not just identifying risks, but showing how they’re handled.

Good preparation not only builds buyer confidence but often shortens negotiation and settlement periods too.

Being Sale-Ready Matters

With more opportunities on the table, buyers will be selective. They’re looking for businesses that aren’t just surviving, but set up for long-term success.


Things that will stand out:

- A strong point of difference in the market, whether it’s brand, niche, or customer loyalty.
- Diverse revenue streams, businesses less dependent on a small number of clients or suppliers will always be more attractive.
- A capable team, a strong staff structure makes the transition much smoother.
- Honest and realistic information, buyers can spot gaps easily. Being upfront builds trust and keeps deals moving.

At LINK Business, we work closely with sellers to make sure their businesses are positioned clearly and competitively from day one.

Regulatory Changes on the Horizon

There are also some changes to Australia’s merger approval rules coming in January 2026. These reforms will give the Australian Competition and Consumer Commission (ACCC) broader powers to review transactions, particularly in sectors where competition could be impacted.



In a more competitive market, the best-prepared businesses attract the strongest buyers.

Navigating the 2025 M&A Surge: Opportunities and Considerations for Buyers

Australia's mergers and acquisitions (M&A) landscape is gearing up for a pivotal year. Following the election, a wave of political stability has combined with the expectation of declining interest rates, setting the stage for an increase in deal activity across the country. With consumer and business confidence on the rise, and an estimated \$18.4 billion in deployable capital ready to be invested, buyers are entering a market rich with opportunity, but not without its challenges.

At LINK Business, we are seeing a strong shift already underway. If you're considering buying a business in 2025, understanding how to navigate this changing environment will be crucial to securing the right deal on the right terms.

Sellers Are Raising Their Game: Spotting a Well-Prepared Business

In a market where competition for quality businesses is intensifying, sellers are becoming more strategic about how they present their businesses for sale.

Buyers can expect the best-prepared businesses to offer:

- Clear and consistent financial reporting often externally verified.
- Well-documented operational systems that support a smooth transition of ownership.
- Forward-looking growth strategies, with realistic pathways to expansion.
- Risk assessments and contingency plans, demonstrating resilience in changing markets.

A business that is transaction-ready typically signals strong management and operational discipline — qualities that often translate into greater stability and performance post-sale.

How to Identify the Right Acquisition Opportunity

While the volume of available businesses is set to rise, discerning buyers will focus on quality, not quantity. When evaluating potential acquisition targets, consider:

- Strategic alignment: Will the business strengthen or expand your current portfolio?
- Market standing: Look for businesses with defensible market positions, a loyal customer base, and a strong reputation.
- Operational scalability: Assess whether the business has the systems and resources to support future growth.
- Cultural compatibility: An engaged, capable workforce can be a major asset during the transition period.
- Vendor motivations: Understanding the reasons behind a sale can offer valuable insights into potential opportunities and risks.

Working closely with a broker who understands your objectives can help ensure you identify opportunities that are both commercially and culturally suitable.

***Read the full article here
<https://linkbusiness.com.au/navigating-the-2025-ma-surge-opportunities-and-considerations-for-buyers/>*

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

