



Australia Market update

SUMMER 2025

Australian business sales market update: confidence on the rise

For business owners thinking about their next move, now is an ideal time to prepare. Those who act early can take advantage of strong buyer demand, attract genuine interest, and achieve premium results.

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A turning point for buyers and sellers

Australia's sale market is aligning for both buyers and sellers. Westpac data shows recovery: better cashflow, rising consumer activity, and renewed confidence driving stronger deal outcomes.

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Beyond the numbers: Selling the story behind your business.

When it's time to sell your business, it's not just about what you've earned, it's about what you've built.

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Confidence on the

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MARKET CONFIDENCE STRENGTHENS AS DEMAND RISES ACROSS AUSTRALIA

Since the end of the financial year, buyer enquiry levels have remained consistently high, with well-prepared businesses drawing the strongest attention. This surge in interest has sparked some truly exciting transactions settling across the country in H1 2026, with many more currently in negotiation.

“Buyers are showing a clear preference for established, well-structured businesses with long-standing ownership, loyal teams, and consistent profits,” says Marc Janssen, General Manager at LINK Sunshine Coast and LINK North Queensland offices. “Businesses that enter the market with a solid profile and readiness for sale are moving faster than we have seen historically, driven by strong demand.”

STABILITY LEADS THE WAY

Financial performance across most businesses remains steady, providing the stability that buyers and their professionals value.

“While some buyers are drawn to high-growth opportunities, consistent and reliable performance continues to hold the strongest appeal, particularly when finance is involved.”

This steady performance is also creating more flexibility in deal structuring. Sellers are increasingly open to arrangements such as earnouts or vendor finance, helping more transactions reach completion and supporting optimal outcomes for both sides.

STRONG ACTIVITY ACROSS THE MARKET

Strong buyer demand has driven a clear rise in corporate transactions within the \$2 million to \$10 million range, led by private equity firms and family offices.

“This level of interest shows that capital is on the move again. Private investors are looking for value and consistency, and they are finding it in well-established businesses with



sound fundamentals.”

Interstate and international buyers, particularly from New Zealand and the USA, are also contributing to the uplift, with many looking to establish a foothold in the Australian market.

At the smaller end of the market, businesses priced between \$200,000 and \$600,000 have rebounded strongly since the slowdown earlier in the year. Easier access to finance and a more settled economic environment has brought individual buyers back to the table.

“This tells us confidence isn’t limited to large investors.



Preparation gives you confidence, control, and the best chance to achieve your goals.

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Owner-operators and first-time buyers are re-engaging, which signals a healthier, more balanced market overall. It's a strong indicator that people believe in the resilience and future of Australian small business."

OPPORTUNITIES FOR BUYERS

For those looking to buy, now is also an excellent time to act.

"We're seeing some fantastic opportunities enter the market."

To capitalise on these opportunities, preparation is key. Ensure your finances are in order and understand your purchasing power. While the perfect business can be hard to find, readiness is everything.

"The last thing you want is to miss out on a great opportunity because you weren't prepared to move."

WHY NOW IS THE TIME TO ACT

For business owners thinking about their next move, now is an ideal time to prepare. Those who act early can take advantage of strong buyer demand, attract genuine interest, and achieve premium results. A well-prepared business stands out, with clearly presented financials, organised operations, and professional guidance paving the way for a smooth and rewarding sale.

"Preparation gives you confidence, control, and the best chance to achieve your goals. Talk to a LINK business broker early and let them show you how best to achieve this."

CONFIDENCE RETURNS TO THE MARKET

High business valuations in certain sectors, steady interest rates, and a more stable economic environment are fueling renewed confidence across the market. Buyers and sellers alike are finding conditions far more predictable than in recent years, and that sense of stability is translating into strong, sustained activity.

Marc describes the market as "healthier and more decisive" than it has been for some time.

"Confidence has clearly returned. We're seeing investors re-engage and buyer demand rise steadily. It's driving one of the most active business sales environments we've seen in years."

This momentum highlights a wider shift in sentiment, where business ownership is being recognised as a secure and rewarding investment.

"People are looking for stability and control over their future. Owning a business offers both. The current conditions are giving buyers the confidence to take that step, and sellers who are well prepared stand to benefit most."



MARC JANSSEN
General Manager | Business Broker
LINK Sunshine Coast

Recently sold



SOLD

Lithium Battery Sales High Growth

GOLD COAST

\$EOI BR01712

Bill Gollan +61 424 682 600



SOLD

Commercial & Eco Cleaning Business – Canberra

CANBERRA CITY

\$2,500,000 NSW11775

Gordon Hosking +61 432 871 698



SOLD

Profitable Equipment and Tools Hire Business

EAST MELBOURNE

\$899,000 ME03099

Walid Hijazi + 61 421 379 497



SOLD

Top Juice Chullora

CHULLORA

\$348,000 NSW11572

Gareth Wolrige + 61 2 9899 1999



SOLD

B2B Uniform & Promo Goods Business

SUNSHINE COAST

\$249,000 + SAV SC00554

Ruth Holland +61 405 708 447



SOLD

B2B Metal Manufacturing Business for Sale

GOLD COAST

\$200,000 WIWO GC01029

David Lean +61 401 661 183



SOLD

5.5 Day Industrial Café Takeaway In Brisbane North

BRISBANE REGION

\$150,000 + SAV BR01812

David Zhang +61 407 468 414



SOLD

Swims East Coast Coffee Vendor Finance Available

TASMANIA

Refer to broker TA00271

Mark Bent +61 0417 357 037



SOLD

Profitable Printing Business

BENDIGO

\$117,500 ME03240

Nathan Hulls +61 458 092 721



A turning point for buyers and sellers

Timing is everything in a business sale, and Australia is finally entering a moment where timing works in favour of both sellers and buyers. Westpac's latest data points to an economy shifting out of a long, demanding period and into a phase defined by improving cashflow, rising consumer activity, and a lift in confidence. When confidence returns, strong outcomes follow.

WHY THIS MOMENT STANDS OUT

Business cashflow has improved by 0.9%, while debt-servicing costs fell 1.1%* as earlier interest-rate cuts have started to take effect. Expenses for business owners have eased more quickly than revenues, resulting in healthier margins. Healthier margins support stronger valuations, and buyers are starting to take notice.

Consumer spending is also picking up. Recreation, accommodation, cafés, and parts of retail are enjoying steadier demand, these key consumer-facing industries are often the first to attract buyer enquiry as confidence returns.

Business balance sheets remain in strong shape. Deposits have climbed 8%* year-on-year, while overall debt growth is stabilising. This level of liquidity matters: it tells us that businesses aren't just surviving, they're healthy enough for buyers to feel confident to consider an acquisition.

This alignment of performance, confidence, and liquidity lays the groundwork for more active and competitive market.

A MARKET DEFINED BY MOMENTUM

The recovery is not moving at the same pace across Australia, and this is where opportunity emerges.

Queensland takes the lead, with its improvement in business income and cashflow and buyer enquiry reflecting this. New South Wales and Victoria are close behind as consumer activity strengthens and cost pressures ease. Western Australia is recovering more slowly, which often offers buyers greater room to negotiate.

Our brokers understand these shifts. With teams positioned across the country, they use their knowledge of their local markets to their advantage to secure the best possible outcomes for their clients.

THE WINDOW AHEAD

Stronger GDP growth is forecast for 2026, with further rate cuts expected once inflation moderates. As borrowing conditions gradually ease and earnings stabilise, activity in the business sales market tends to follow a familiar pattern:

1. Buyers step back in with intent.
2. Valuations strengthen as margins improve.
3. Sellers who have been waiting for stability begin preparing their exit.

A rising market creates movement, and that movement produces opportunity.

WHY THIS MATTERS FOR BUSINESS OWNERS AND BUYERS

For sellers, this stability offers something rare: a moment where both performance and sentiment are working in your favour, giving you a great opportunity to maximise your ROI. Preparing early, tidying your financials, optimising your processes, and presenting your business's resilience and growth potential gives you the chance to capture this advantage.

For buyers, the next 12 to 18 months represent a strategic entry point. Competition is increasing but has not yet peaked, and many businesses coming to market are stronger and more streamlined after several years of cost discipline.

The smartest decisions are rarely made by waiting for a perfect moment. They are made when market conditions align. This is your chance to make the most of the current market and enter 2026 from a position of strength.

THE LINK VIEW

At LINK, we see timing as a deliberate strategy. Australia is entering a period defined by renewed confidence, stronger business performance, and improving access to capital. The opportunity in front of buyers and sellers is real and growing. The question isn't whether the opportunity exists, it's whether you're ready to take advantage of it.

*All data has been sourced directly from Westpac Group, for more information click [here](#) and [here](#).

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Beyond the numbers: Selling the story behind your business



When it's time to sell your business, it's not just about what you've earned, it's about what you've built.

Buyers might start with the figures, but they stay for the story. At LINK, we know that numbers prove success, but it's the narrative that sells it. Buyers aren't just purchasing profit; they're investing in the potential growth and future of your business and the story that helped build it.

BUYERS INVEST IN POTENTIAL, NOT JUST PROFIT

When buyers assess a business, they're not simply scanning the financials. They're searching for something that resonates. They want to understand what makes your business thrive, the energy, the purpose, and the people behind it.

Your story gives context to your numbers. It tells buyers why your business works and how it continues to grow. Whether it's your commitment to quality, your loyal customer base, or your innovative approach, these details give your business depth and personality.

At LINK, we help sellers uncover and communicate that human side of their business, the part that connects with buyers on both rational and emotional levels.

CRAFTING A STORY THAT SPEAKS TO BUYERS

Our brokers know how to translate your business journey into a compelling narrative that makes sense to buyers. We work with you to showcase what makes your business unique:

- The culture you've built and the people who drive it.
- The relationships you've nurtured with customers and suppliers.
- The vision that's guided your growth.

**Whatever your story,
LINK helps you
present it clearly and
confidently, backed
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supports your success.**

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Maybe your retail business became a local favourite through genuine community connection. Or perhaps your manufacturing company built its name on craftsmanship and consistency. Whatever your story, LINK helps you present it clearly and confidently, backed by solid data that supports your success.

THE POWER OF CONNECTION IN THE SALE PROCESS

Selling a business is part financial, part emotional. Buyers want to feel connected to the business they're about to own. They're picturing themselves stepping into your shoes, and your story helps them see that vision clearly.

That's where LINK makes a difference. Our brokers bridge the gap between facts and feelings, blending your financial achievements with the heart of your story to create a lasting impression that inspires buyer confidence.

WHY YOUR STORY MATTERS

Numbers demonstrate value, but your story creates it. A well-told narrative elevates your business from a transaction to an opportunity, one that buyers believe in and want to be part of.

When it comes time to sell, don't just hand over the figures. Share the story that built them.

READY TO TELL YOUR STORY?

Speak to a LINK broker today to discover how we can help you present your business in the best possible light.

6 reasons to sell with *LINK*



International buyers. Local specialists.

Our reach spans borders. Our brokers know your market.



Trusted for 30 years.

A legacy of results, referrals, and relationships across New Zealand and Australia.



Know your value. Own your exit.

Expert business value appraisals that build trust and drive outcomes.



Confidential. Ethical. Always client-first.

Integrity and discretion guide every step of your business sale.



Industry specialists. Tailored strategy.

Sector know-how shapes every step of your business sale.



Innovative marketing that delivers.

Smart tools and tailored campaigns that reach serious buyers.

**Empowering life-changing
transitions for 30 years.**



INTERNATIONAL
BUYERS.
LOCAL
SPECIALISTS.



KNOW YOUR
VALUE.
OWN YOUR
EXIT.



INDUSTRY
SPECIALISTS.
TAILORED
STRATEGY.



TRUSTED FOR
30 YEARS.



CONFIDENTIAL.
ETHICAL.
ALWAYS
CLIENT-FIRST.



INNOVATIVE
MARKETING
THAT
DELIVERS.