

Good ground work builds results

Company Structural Engineering

Time to sell 5 months

Sold Multi-million dollars

Customer

This company was a long-established leading structural steel engineering company located in regional NZ. With a management and staff team of 16, the business serviced customers in the South Island. It had a revenue of \$4.3m in the 2020-2021 financial year, with good sustainable profit in excess of \$1.2m.

Background

Our clients wanted to retire. They previously tried to sell the business privately through their national accounting firm's contacts, however, this approach did not work and resulted some extra high accounting fees.

Brief

We were approached to take the business to market and establish the best value achievable for an all-cash sale and 100% exit for the owners. Our clients were very private people and wanted to ensure that strict confidentiality must be applied to everyone.

Our approach

We prepared a strategic and very detailed business information memorandum. This allowed the potential purchasers to have a good understanding of the business strengths. Due to the business being located in a regional town, with a high price tag, we carefully qualified each enquiry. All potential buyers, after signing a confidentiality agreement, needed to be approved by our clients before the business details were disclosed.

Solution

We received a total of 38 inquiries, including some overseas interest. Some of those never received the business details at our client's request. After multiple meetings with one Auckland buyer, we arranged another meeting at the business location for the initial introduction of the buyer and the seller.

Result

Our initial meeting went very well and we received a cash offer shortly after. It was a big decision for the buyer, as he was not only buying a multi-million dollar business, but he was also relocating from Auckland to South Island. The offer was accepted and the deal was closed. Although our clients were initially doubtful about hiring an Auckland-based broker, they were delighted with the result.



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Import investors for an effective sale

Company Import, Export & Wholesale
Time to sell 6 days
Sold \$1.9m - full asking price

Customer

After 13 years of owning, growing, and running the business since start-up, our client was keen to exit and spend his semi-retirement on his other venture. Turnover had grown by \$1.5 million (from \$2.1m to \$3.6m) over the four years, with good sustainable profits in excess of \$550,000.

Background

The business has a strong nationwide presence, working with over 600 clients based across the country, with only 5% of the revenue generated by 'the biggest' customer in the 2020-2021 financial year. Previously, our client was approached by two global corporations to acquire his business but, after months of negotiations, the purchase failed.

Brief

Our initial conversation started two years prior to the owner's decision to sell the business through us. We had multiple meetings and discussions about the best way

of selling. Confidentiality was very important for our client due to the business being one of only two in its sector in the country. The business had to be marketed carefully to avoid the competitor becoming aware of the sale.

Our approach

We quickly identified the strengths of the business and prepare a comprehensive information memorandum. We marketed the opportunity nationwide without identifying the business. Because of the value of the transaction, we targeted high net worth investors. Most marketing activity involved direct approaches to potential buyers utilising our extensive database. The opportunity was also advertised online and in select print media.

Solution

We carefully identified each enquiry and discussed their profiles with the vendor before disclosing the details of the business and arranging multiple meetings with the interested parties.

Result

132 confidentiality agreements were signed and four signed offers were presented within six days of the business being listed. The most suitable offer was accepted by our client and a seamless transaction took place, achieving a great result for both parties.



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"We recently used Serdar to sell our business and were very pleased with the way he marketed our company and how the sale process was handled.

The business was advertised in late March, and very quickly, five meetings were arranged with potential buyers. We had offers from four of those meetings, and the company was sold at Easter.

I would have no hesitation in recommending Serdar to market your business."

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175 signed confidentiality agreements shows the marketplace demand.

Experience helps engineer a result

Company Manufacturing & engineering

Time to sell 4 months

Sold \$1.05m, Full asking price

Customer

This was a well established steel fabrication, welding and laser cutting business located in Auckland. The business has been operating well over 50 years and had long-standing B2B clients. The vendor owned the business just over 5 years and decided to exit the business for the right price.

Background

The business had a great reputation within the sector and had a large, well equipped workshop. The core business was high-quality fabrications such as mild steel, stainless and alloy, fold, roll and cut, as well as laser cutting (fibre laser machine).

Brief

We were approached to take the business to market; chosen because of our previous experience selling engineering businesses. After multiple meetings with the vendor in our office and at the business's workshop, we prepared a comprehensive appraisal.

Our approach

Due to the high value and specific nature of the business, we knew we would need a strategic information memorandum where the potential non-engineer purchasers could identify the strength of the business rather than feeling distanced to the opportunity. An information memorandum was prepared with clear tables and graphs, along with opportunities, a brief summary, plant list, financial summary, company structure, unique features, and more.

Solution

Each enquiry had to be qualified by the vendor who had full control of the process. Competitor enquiries were identified and the information was not disclosed.

Result

175 confidentiality agreements were signed and multi-offers were presented, the highest of which was accepted by the vendor. A great result was achieved for both parties with a seamless transaction taking place.



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What once was considered scrap is really treasure.

Company Recycling, Metal Scrap
.....
Time to sell 2 months
.....
Sold Within 1% of the asking price
.....

Customer

Our client had been in the recycling industry for well over 36 years in New Zealand and was a reputable person within the sector. Although he felt it hard to let his business go, he decided to sell so he could semi-retire.

Background

This was a well-known, NZ owned and operated scrap metal recycling business. This fully licensed business was a specialist in ferrous and non-ferrous metals, including copper, brass, aluminium, aluminium cans, aluminium mag wheels, light steel, whiteware, car bodies, car batteries, gearboxes, lead and more.

Brief

We were referred to our client through their business adviser. Prior to the establishment

of our relationship, our client had been trying to sell the business for almost two years. They had even been advised by their previous broker that the business was not saleable.

Our approach

We listened to our client carefully and investigated the accounts and general health of the business. We found that the business was not only highly saleable, it was also worth over half a million dollar based on our appraisal.

Solution

Shortly after going to market, we arranged multiple meetings with potential purchasers. The business was also introduced to the market competitors, with our client's consent.

Result

We received a total of 53 non-disclosure agreements. This created competition among two highly interested purchasers. Offers were received and the highest suitable was accepted. Our client was happy with the result.



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“Thanks to Serdar’s marketing I received 6 offers within two days of advertising it.”

A stress-free sale in only two days

Company Import business

Time to sell 2 days

Sold 20% above the asking price

Customer

The company was a long-established, successful importer and distributor located in Auckland and serviced nationwide. The business was running successfully with its managed model in NZ. The owners started the business from scratch, making it a success.

Background

The owners were located overseas. After running the business here in New Zealand and overseas successfully for years, they decided to retire and provide an opportunity to someone new and local to take the business forward. The business had all the systems and procedures in place for the new owner to take over smoothly.

Brief

We were approached to take the business to market and achieve the best value possible for the owners. All our communications were done via online video platforms.

Our approach

After multiple conversations with the owners via online video, emails, and phone calls, we established a comprehensive knowledge of the business and its operation. This knowledge allowed us to produce a professional Information Memorandum and strategic advertisements for the marketing plan.

Solution

Having experience selling similar types of businesses allowed us to do a target marketing campaign within our existing database of potential buyers. The opportunity was also advertised online and in selected print media to generate new enquiries. The key was our preparation and being able to answer buyer queries in a timely manner, with confidence. Proper preparation reduces the time spent in market.

Result

Over 70 expressions of interest were received resulting in six firm offers to buy, with purchasers competing to put their best offer terms forward. The final price achieved was 20% higher than the original asking price. Achieving this significant result within such a short time span was a surprising, yet very happy, experience for our client.



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“I recently used Serdar to sell my business and I was delighted with both the process and the result. Serdar was quick to grasp the essential nature of the business and market it in a positive yet accurate way. Thanks to his marketing I received six offers within two days of advertising it, with the highest offer being well above the asking price.


Serdar guided the sales process through to completion with the minimum of stress, leaving both the seller and the buyer very happy.

I wouldn’t hesitate to recommend Serdar to anyone looking to sell or buy a business.”

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“Serdar was instrumental in selling my business in a very difficult market.”

A digital solution to a digital business

Company Technology Business

Time to sell 5 months

Sold Within 5% of asking price

Customer

The vendor was an IT technician with many years in the IT industry before establishing the business. The business grew from a one-man band operation to a well-established, one-stop IT business. With loyal and experienced staff, the owner had minimal responsibilities on the daily operation of the business.

Background

The owner had worked long and hard to make this a successful business and it was time for a new, energetic person to take the business forward. The owner was ready to take action on his long standing plan of traveling the world.

Brief

The vendor wanted to sell the business at an acceptable price. It was also essential to him that the move would look after the staff and well-serve the longstanding customers.

Our approach

We began the sales process by building a solid foundation. After meetings, phone and email conversations, we produced a quality information memorandum. The vendor was very sensitive about confidentiality as it was extremely important for existing clients to not be distracted by the sale process.

Solution

The business was advertised on social media platforms and related websites. We also used targeted marketing strategies to reach our extensive database; all of which was done confidentially.

Result

Our successful marketing strategies generated quite a few interested parties. There were several meetings arranged with the potential purchasers and the vendor. However, these first meetings did not result in successful offers. With the vendor's patience and our calm and confident approach to the situation, we were able to bring multiple offers at the end of the five month period. After the vendor's decision to accept one of the offers, the business was successfully sold.



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“Serdar was instrumental in selling my business in a very difficult market. It is notorious for business owners on Waiheke Island to be unable to find buyers for their businesses, however Serdar found a number, leading to multiple offers. Without him, I would probably still be sitting at my office chair, rather than travelling around South America. Thanks again Serdar.”

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we sell businesses



“Serdar will work tirelessly to achieve your goals.”

Good things come to those who wait

Company Furniture Importer

Time to sell 14 months

Sold Full asking price

Customer

A well established commercial furniture importer and distributor located in Auckland, servicing long-standing B2B clients nationwide. The owner was the third owner of the business. He decided to exit after running it for over 5 years due to relocating his home out of Auckland.

Background

The business had an exclusive agency arrangement for New Zealand with a well known global commercial furniture manufacturer along with other general agencies with big brands. It was known for its quality and service. Previous customers were made up of 5 star hotels and premium businesses nationwide. It had an export opportunity for a new ambitious owner.

Brief

We were approached to take the business to market and achieve the best value possible

for the vendor. After a couple of initial meetings, we established a comprehensive understanding of the business and its operation. We then presented our proposal to the vendor on the best way to market and sell the business.

Our approach

We identified the target market and prepared a professional, strategic information memorandum. A total of 217 confidentiality agreements were signed throughout the marketing process.

Solution

Our experience in import/distribution business sales allowed us to strategically market the business. We also reached out to some experienced furniture business operators to introduce the business. Multiple meetings were arranged with the vendor.

Result

We did not receive a result instantly because the COVID-19 pandemic struck in the middle of the marketing campaign. But with the vendor's cooperation, and further investment to the marketing campaign, we achieved a multi-offer on the business. The highest offer was accepted and a seamless settlement took place.



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“Working with Serdar was a pleasure.

He is professional, hard working and persistent, diligent in his work, gives well balanced advice, and will work tirelessly to achieve your goals.

Definitely recommend his services be it buying or selling a business.”

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