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Tyre Shop Business Brokers  
**BUSINESS FOR SALE PROPOSAL 2025**

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**BIZSELLBUY**  
■ business brokers

## **BUSINESS BROKING SERVICES OFFERED**

As a fully licensed and experienced business broker I act on your behalf in the sale of your tyre shop business. We have been specialized tyre shop brokers for over 20 years, and during that time sold over 200 tyre shops across the country.

This includes the steps needed to get your business sold:

- \* Initial consultation and review of your documentation.
- \* Business appraisal, benchmarking, market analysis and pricing strategy.
- \* Consultation with accountants prior to production of Business Profile
- \* Internal networking with other Brokers
- \* Production of Executive Summary and Confidential Business Profile
- \* Design an exclusive Marketing Campaign with a range of marketing options
- \* Initial Purchaser response, interview and qualification.
- \* Qualification of prospects - after a Confidential Agreement is signed
- \* Prospective buyer inspection of business.
- \* Prospect follow-up after qualification or inspection.
- \* Provide feedback to you on client progress.
- \* Additional review consultations with you and buyer.
- \* Preparation of offer to purchase
- \* Submit offer to you and co-ordinate with your solicitor.
- \* Follow up contract clauses including due diligence, assignment of lease (if applicable), finance clause (if applicable) etc.
- \* Free finance referrals to banks and other suitable lending institutions for buyer
- \* Provide advice to you and buyer regarding stocktaking and settlement.
- \* Finalize contract and issue to solicitors.
- \* Conclude the transaction

## STEPS WE WILL TAKE TO SELL YOUR BUSINESS

### WEEK ONE—TWO

- \* Send a letter of introduction and a copy of the listing document.
- \* Internal networking with other brokers.
- \* Photograph the business to be used in business profile.
- \* Have your Business Profile produced, printed and available to qualified buyers
- \* your business for sale on [www.bizsellbuy.com.au](http://www.bizsellbuy.com.au), [www.businessesforsale.com](http://www.businessesforsale.com),  
[www.commercialrealestate.com.au](http://www.commercialrealestate.com.au), [www.seekbusiness.com.au](http://www.seekbusiness.com.au)
- \* Undertake a buyer match on our data base to match your buyers with enquiries from buyers over the past three months
- \* Print and distribute e-brochure/flyers to potential buyers.
- \* Set up activity schedule to monitor activity on business and provide feedback
- \* Provide feedback to vendor through telephone call or personal visit.

### WEEK TWO—THREE

- \* Internal networking with other brokers.
- \* Review purchaser response, interview and qualify.
- \* Provide feedback to vendor through telephone call or personal visit discuss listing Activity Report and number of hits on websites and phone enquiries
- \* Book in "Business of the Week" or "Featured Business" on internet.

### WEEK FOUR—FIVE

- \* Review purchaser response, interview and qualify.
- \* Internal networking with other brokers.
- \* Provide feedback to vendor through telephone call or personal visit discuss listing Activity Report and number of hits on websites and phone enquiries
- \* Book in "Business of the Week" or "Featured Business" on internet

### WEEK SIX—EIGHT

- \* Internal networking with other brokers.
- \* Review purchaser response, interview and qualify.
- \* Provide feedback to vendor through telephone call or personal visit discuss listing Activity Report and number of hits on websites and phone enquiries
- \* Re write and re-active all internet website adverts.

## THE CHOICE IS YOURS

In deciding how your business should be marketed to achieve the best possible price, we always take into consideration your needs and wishes and are happy to accommodate your preferences. You have the following options:

### **EXCLUSIVE LISTING**

An exclusive listing is a commitment made by the seller to give a business to one agent for an agreed period of time. Over this period, the agent will market the business for sale exclusively and regularly to attract potential buyers and negotiate a price suitable to the vendor.

The benefits of listing with an agent in this way are:

Your business is promoted with a consistent, pre - determined price.

Constant commitment and communication with your agent.

Marketing and promotion options are open to you, designed to target buyers and specific market conditions.

### **OPEN LISTING**

When you list your business with more than one company it is an open listing. It is up to you to manage the interaction with all of the consultants that have the listing. Each firm deals with the seller and basically works against each other in order to sell the business first.

Only the selling agent is paid commission on the sale of the property.

Often this means that the commitment made by each party is of a lesser nature and as a result, these listings generally take longer to sell.

There is a saying in relation to open listings...

***“You are everybody’s listing but nobody’s responsibility.”***

## HOW MUCH IS MY TYRE SHOP WORTH?

### **Before setting the price for your business, we obtain:**

- \* Specific and detailed information relating to the business
- \* Benchmarking and KPI's

***“We believe that this is the very best way to maximize your opportunity to achieve the highest price available in the most effective manner”.***

Then **YOU** will set the price for your business in consultation with your accountant and broker.

### PRICING CONSIDERATIONS

The most important thing to do to get your business sold is **price it correctly** before it goes on the market. The following considerations have **no bearing on the value of your business:**

- \* What you paid for the business
- \* The amount of cash you need from the sale
- \* What you want from your business
- \* What another agents says your business is worth
- \* What you need to pay your bills

### APPRAISING A TYRE SHOP

Bizsellbuy uses industry Benchmarks & KPSs readily available from the ATO, IBIS World, industry intelligence and our own internal statistics gathered from selling tyre shops over the past 20 years.

If all Benchmarks are met then you could expect, a net profit of 10-12% of annual turnover (including group rebates) and realise a sales price of 2-2.25 x earnings (profits) before interest , tax (E.B.I.T) as an owner operator business or sales price of 40% of annual turnover However if industry benchmarks are not met then the value of the business will be somewhat reduced- reflected in sales price.

## HOW YOU CAN CONTROL THE SALE OF YOUR BUSINESS

There are 5 reasons why a business sells:

LOCATION  
PRICE  
RETURN ON INVESTMENT  
MARKETING  
BUSINESS BROKER

### **LOCATION**

You have no control over the location of your business, but its location can help to determine its value and buyer interest.

### **PRICE**

You can control this.

### **RETURN ON INVESTMENT**

Buyers are looking for a solid maintainable return on their investment. Commonly 40% R.O.I. is what buyers and their advisers seeking.

### **MARKETING**

You will sell faster and at a higher price if you prepare the business for sale with a comprehensive professional business profile and utilize our professional marketing campaign and strategies that will reach the widest buyer audience.

### **BUSINESS SALES AGENT**

The business sales agent informs you on the market conditions, pricing, contracting, financing, appraising, marketing and closing the sale of your business. Just as you insist on an experienced, well prepared advisors you want a business broker with a proven track record and experience actually running a business who does all the homework in representing you for sale of your business.

## OVERPRICING CAN BE COSTLY!

Bizsellbuy Sales Associates are working with buyers who have seen what is currently on the market and are waiting for something new to be listed. Therefore, most activity will take place in the first 60 days of listing. Your business will most likely receive the highest and best offers during this time.

### **It is crucial to business for the following reasons:**

- \* It is natural for any vendor to want as much as possible for their business and it is our job get you the maximum the market will deliver.
- \* No amount of promotion or advertising will sell your business if it is placed on the market at too high a price.
- \* It is logical that the best buyers currently in the market for your business will most likely be the first people to make enquiries. If you price too high they may reject it immediately.
- \* Lost opportunity of viewing by people who recognize from the curb that it has been over priced and drive by.
- \* It can reduce advertising response from educated buyers, wasting advertising dollars.
- \* Overpricing can cause people to walk away instead of trying to purchase. People do not feel comfortable making too low an offer, so they avoid it completely.
- \* Once on the market overpriced - dropping the price to the true value of the business may attach a **stigma to the business**. Buyers may think there must be something wrong with it for the price to be reduced

## MARKETING YOUR BUSINESS

**The cheapest way is rarely the best in anything, especially when advertising your business.**

Small advertising budget produces a less effective marketing campaign, meaning less exposure. This means fewer buyers, which in turn, means less competition to purchase and fewer buyers. This could mean a lower sale price!

You will ultimately pay for your advertising, either directly or many times over at the time of sale, with a poor result.

It is obvious a professional advertising campaign attracts more genuine buyers, but the real benefit to you is an offer from one of those extra buyers that will cover the costs of your marketing campaign.

As Business Brokers, we collect monies on your behalf only to pay the media—and only to pay for media that is utilized.

**Remember.....**

**YOU CAN'T SELL A SECRET!!**

## SELLING WITHOUT ADVERTISING

It is possible to sell a business quietly, without advertising or promotion, should we have the right buyer in the right price range in our database. Most businesses attract the greatest interest in the first month of promotion. Failure to adequately expose your business in this time may hinder the sales process and your chances of achieving top dollar.

## SELLING WITH ADVERTISING

This is when a business is promoted and advertised in order to achieve exposure and interest. To ensure maximum exposure is achieved an extensive advertising and promotion program should be planned.

Print media and internet representation are a major benefit and are highly effective in marketing a business for sale.

## MARKETING PROGRAM

To ensure the best results, we produce a professional profile of your business. Our marketing is distinctive, appealing and created with professional flair. We use excellent photography to ensure superior presentation and written material that reflects the quality of your business.

### MARKETING PACKAGE

**\$3,619 inc GST**

Business Profile & Photography  
E- Brochure , data base campaigns , e-newsletter  
Feature Business on 6 websites (4 month duration)  
Internet Advertising  
Classified ads include  
[www.businessesforsale.com](http://www.businessesforsale.com)  
[www.bizsellbuy.com.au](http://www.bizsellbuy.com.au),  
[www.commercialrealestate.com.au](http://www.commercialrealestate.com.au)  
[www.seekcommercial.com.au](http://www.seekcommercial.com.au)



# Some Tyre Shops Sold

Visit our website [www.bizsellbuy.com.au](http://www.bizsellbuy.com.au) to see tyre shops sold and for sale.



