



BUYERS GUIDE

CUT THE BROKER.. KEEP THE PROFITS



Introduction



Welcome to the AgentFree Business Buyer's Guide, your essential resource for purchasing a business in Australia without the high costs of traditional brokers. Our for-sale-by-owner platform connects you directly with sellers across all industries—retail, manufacturing, services, and more—offering transparency and efficiency. Whether you're a first-time buyer or a seasoned investor, this guide provides clear, actionable steps to navigate the buying process, from preparation to settlement. With AgentFree Business, take control of your journey to owning the perfect business with confidence!

Zero Commission

Steps to buying a business.



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Get ready to Buy

Purchasing a business goes beyond browsing listings and signing a contract—it's a major decision demanding careful planning. As a prospective buyer, you're investing money, time, and your vision for the future, which can feel overwhelming as you step into new territory.

Embracing this change is as challenging as running a business. Our Buyer's Guide is designed to clarify the steps involved, empowering you to buy with confidence on AgentFree Business.

Consider these questions:

- **Why are you Buying?** Is it for financial growth, a career change, or to pursue a passion?
- **What's your vision post purchase?** Imagine a Monday morning in the business. After the handover, what will your roll be?
- **What Business suits you?** What industry or type (e.g., retail, services) aligns with your skills? Are you comfortable with any business, or do you prioritise specific operations?
- **When are you ready to buy?** Purchasing a business can take awhile. Are you prepared for the timeline?

After reflecting, discuss your goals with a professional, like an accountant or business advisor, to ensure clarity. Buying requires full commitment to avoid costly mistakes. Our AgentFree Business Buyer's Guide outlines the process—evaluating listings, engaging experts, negotiating, and completing the handover—to help you succeed.



Establish your Team

Surround Yourself with Experts: Assemble professionals to guide your purchase.

- **Accountant:** To analyze financials and assess profitability across industries.
- **Lawyer:** To handle contracts and legal due diligence, tailored to the business type (e.g., leases for retail, IP for tech).
- **Industry Consultant:** Optional, for sector-specific insights (e.g., manufacturing processes, service contracts).
- **Action:** Connect with professionals.



Tax and Legal

Buying a business involves navigating a web of tax and legal obligations that vary by industry and location. Understanding these early ensures a smooth purchase and avoids costly surprises.

- **Tax Obligations:** Consult your accountant on GST, Capital Gains Tax (CGT), and stamp duty, which vary by state and industry (e.g., Queensland, NSW requirements).
- **Licensing and Regulations:** Verify sector-specific licenses (e.g., retail permits, manufacturing compliance, or professional certifications).
- **Legal Structure:** Decide whether to buy assets or shares, impacting tax and liability (e.g., asset purchases for retail, share purchases for service businesses).



Evaluate Businesses for Sale

Finding the right business is the heart of your journey, and AgentFree Business's diverse listings make it simple to explore opportunities across all sectors.

- **Screen Listings:** Filter by sector, location, turnover (e.g., \$500,000–\$3M, per your prior scenarios), and growth potential.
- **Assess Performance:** Request financials (e.g., profit and loss statements) to evaluate revenue and margins (40–60% for high-margin businesses, per your model).
- **Site Visits:** Arrange inspections to assess operations, staff and assets (eg., inventory for retail, equipment and manufacturing).
- **Assess Performance:** Shortlist 3–5 businesses on AgentFree Business, focusing on sector-specific metrics.



Pricing your Business.

Paying the right price is critical to a successful purchase, and AgentFree Business equips you with tools to assess value accurately. By understanding valuation methods and market trends, you can make a confident offer that aligns with the business's potential and your budget.

Valuation Methods: Use earnings multiples (2–4 for services, 1–3 for retail/manufacturing). A \$3M-turnover business with 40–60% margins could range from \$2.4M–\$7.2M.

Market Comparisons: Compare similar businesses on AgentFree Business or platforms like AnyBusiness.com.au.

Action: Work with your accountant to analyze financials and propose an offer based on profit and growth.



Market Research and Validation

A smart purchase requires confidence in the business's market potential. AgentFree Business provides resources to help you research industry trends and competitors, ensuring your chosen business is poised for success in Australia's dynamic market.

- **Competitor Analysis:** Research competitors (e.g., retail chains, service providers) using tools like Google Maps or IBISWorld.
- **Market Trends:** Assess demand across sectors (e.g., \$300B retail market) to confirm viability.
- **Action:** Use AgentFree Business resources or online tools (e.g., SEO analytics) to validate market fit.



Negotiating and Due Diligence

Securing the best deal requires skillful negotiation and thorough verification. AgentFree Business's platform facilitates direct communication with sellers, enabling you to negotiate confidently while ensuring all claims are substantiated through due diligence.

- **Negotiation:** Make an offer based on valuation, market conditions, and budget, including contingencies.
- **Due Diligence:** Review financials, contracts, leases, and licenses, verifying assets and liabilities.
- **Action:** Engage your lawyer and accountant to negotiate and conduct due diligence via AgentFree Business's system.



Contract of Sale.

Finalizing the purchase agreement is a critical step to lock in your investment. AgentFree Business offers contract templates and support to ensure your contract is clear, compliant, and tailored to your needs, setting the stage for a smooth transition.

- **Key Terms:** Include purchase price, payment terms, assets, and conditions (e.g., training, non-compete clauses).
- **Legal Compliance:** Ensure compliance with Australian and state-specific laws (e.g., Queensland, NSW).
- **Action:** Use AgentFree Business's contract templates or consult your lawyer to finalize the agreement.



Settlement and Transfer

Closing the deal marks the start of your ownership journey. AgentFree Business provides a settlement checklist to guide you through payment, asset transfer, and handover, ensuring a seamless transition to running your new business.

- **Settlement Process:** Arrange payment (e.g., bank transfer, escrow) and sign final documents.
- **Transfer Assets:** Secure licenses, leases, contracts, and ASIC registrations.
- **Post-Sale Transition:** Coordinate with the seller for training or handover (e.g., operational systems).
- **Action:** Follow AgentFree Business's settlement checklist for a seamless transfer.