

This is the Benchmark "State Of The Market" Report for Quarter 2 of 2025.

At the end of each Quarter we review the previous three months of business sale transactions and we analyse prices and demand.

We also look at "time on the market" and "total buyer enquiry" numbers, and the number of businesses on the market across Australia. This report has been prepared to show the state of each market in five states.

- NSW
- Queensland
- Victoria
- South Australia
- Western Australia

This report is based upon the sale data collated across Australia through the Benchmark offices. We also use data on businesses which are not selling, and we utilise information gathered from

third party website providers and from observation of the market for the sale of Australian Small Businesses. This guide is intended to demonstrate the results that business owners are achieving when selling their businesses across Australia. In many cases the sale price achieved could be greater if planning and preparation for the sale had been implemented at an earlier time.

Benchmark Business Sales and valuations is Australia's largest business brokerage with six offices in five states, and specialist business brokers covering a wide range of business sectors.

Each year Benchmark sells hundreds of businesses and provides business valuations and appraisals for many small business owners and their advisors.

Benchmark has the largest database of business sales data (produced by a brokerage) in Australia.





STATE OF THE MARKET FOR EACH STATE INSIDE!

SMALL BUSINESS SALES

WHAT'S HOT? WHAT'S NOT?

QUARTER 2 2025

Each Quarter we review the past three months of business sales, buyer enquiry and business values. We separate the data onto monthly information and show the trends for each state in a table of many industry types (*Small Business Sales* and *Supply*). It is interesting to note that the number of businesses listed across Australia has increased over the last year. In March 2020 approximately 13,500 businesses were listed for sale. In December 2021 that number was approximately 10,400. In June 2025 there were approximately 17,010 businesses listed for sale Across Australia up from 16,523 in December 2024.



WHATS HOT

Buyer enquiry has been consistent throughout the quarter. What has changed is the sectors which have received the greatest number of enquiries. Buyer demand for Hospitality has dropped, and other sectors have risen. Here is a short list of the new "hot" sectors.

- Aged Care
- Engineering
- Food Production
- Home improvement
- Service Stations
- Supermarkets
- Mining Services
- · Labour hire
- Transport
- · Vegetation management
- NDIS
- · Equipment Hire



WHAT'S NOT

Some small business categories have seen decreased interest from buyers. Main sectors which have seen reduced interest are:

- Hotels/Motels
- Hospitality
- Bakeries
- Bars & Clubs
- Entertainment
- Retail
- Professions
- Gymnasiums
- Printing
- · Post Offices



VALUES AND PRICES

Increases and decreases in buyer demand do not always affect value. Value is also impacted by sentiment and (of course) profit. The following sectors have seen increased values:



INCREASED

- Car Washed
- Manufacturing
- · Home improvement
- Service stations
- Supermarkets
- · Rent Rolls
- Labour hire
- Facilities Management
- Engineering
- Wholesale
- · Civil Engineering

Some sectors have suffered a loss in value.



REDUCED

- Cafes
- Gymnasiums
- Professions
- Retail
- Hospitality
- Print
- Motels
- Post Offices
- Online Businesses
- Bars & Night Clubs

The following pages display the "State Of The Market" report for each state across Australia, based upon the enquiry and sales results achieved by Benchmark business brokers across Australia for the last quarter.





The Queensland Small Business **STATE OF THE MARKET REPORT**

QUARTER 2 **2025**

D = Demand	RISING 👚 FA	LLIN	G 👢	-	STEADY =						
Туре	Category	D	٧	\$	Aprx. ROI	Туре	Category	D	٧	\$	Aprx. ROI
	Aged Care	1	=	Е	9% to 16%		Equipment Hire	1	1	Р	20% to 33%
	Caravan Parks Freehold	=	=	Е	18% to 30%		Labour Hire	1	=	Е	25% to 33%
ACCOMMODATION	Caravan Parks Leasehold	=	=	Р	17% to 25%		Printing	1	1	Р	50% to 100%
	Hotels Leasehold	=	=	Р	18% to 30%	SERVICES	Professions	1	=	Е	33% to 100%
	Motels	=	=	Р	23% to 50%		Real Estate/Property Management	1	=	Е	25% to 33%
	Car Washes	1	=	Е	23% to 33%		Security	1	=	Р	22% to 33%
	Automotive Dealership	=	1	Е	15% to 25%		Serviced Office	1	1	Р	33% to 50%
	Car Rental	1	=	Р	27% to 34%		NDIS	1	1	Е	20% to 30%
AUTOMOTIVE	Caravan/Motorcycle/Marine Dealership	=	=	Е	30% to 40%		Discount & Variety	1	1	Р	50% to 100%
	Mechanical Workshops	1	1	Р	50% to 100%		Gifts & Florists	1	1	Р	50% to 100%
	Service Stations	1	1	Р	33% to 45%		Homeware & Furniture	1	1	Р	50% to 100%
DOMESTIC	Cleaning Companies	1	1	Р	26% to 33%	RETAIL	Online Retail	1	1	Е	25% to 33%
SERVICES	Maintenance	1	1	Р	25% to 37%		Pet Services & Products	1	1	Р	25% to 33%
EDUCATION &	Childcare Centre	1	=	Е	18% to 20%		Post Office & Newsagencies	1	1	Р	50% to 100%
TRAINING	RTO & Training	1	1	Р	26% to 40%		Supermarket (Large)	1	1	Р	25% to 38%
HAIR &	Cosmetic Salons	1	=	Р	25% to 40%		Supermarket (Small)	1	=	Р	50% to 100%
BEAUTY	Hair & Beauty Salons	=	=	Р	50% to 100%	SPORTS & RECREATION	Adventure	=	=	Р	35% to 50%
	Bakeries	1	1	Р	50% to 100%		Gymnasiums	1	1	Р	40% to 50%
	Bars & Clubs	1	=	Р	33% to 100%	STORAGE	Storage Complexes	1	1	Е	16% to 22%
	Café/Coffee Lounge	1	=	Р	50% to 100%	TRADES	Air Conditioning	1	=	Р	28% to 40%
HOSPITALITY	Catering & Events	=	=	Р	33% to 100%		Electrical & Plumbing	1	=	Р	33% to 55%
	Food Franchise	1	1	P	50% to 100%		Home Improvement	1	1	Р	33% to 100%
	Takeaway & Casual Dining	1	=	Р	50% to 100%		Pool Servicing	=	=	Р	33% to 100%
	Vending	1	=	Е	28% to 35%		Courier	=	=	Р	50% to 100%
	Construction	1	1	Р	27% to 40%	TRAVEL & TRANSPORT	Road Transport	1	1	Р	33% to 50%
ENGINEERING & MANUFACTURING	Engineering	1	1	Р	24% to 33%		Logistics	1	=	Е	25% to 38%
	Manufacturing	1	1	Е	25% to 40%		Vegetation Management	1	1	Р	25% to 40%
	Entertainment	1	1	Р	50% to 100%	UTILITIES &	Power Supply & Solar	=	=	Р	26% to 33%
MEDIA & COMMUNICATION	Internet	=	1	Р	23% to 33%	INFRASTRUCTURE	Waste	1	1	E	20% to 35%
	IT & Communications	=	=	Р	25% to 40%		Water Treatment	1	1	Е	18% to 30%
	Marketing	1	1	Р	40% to 80%		Equipment Wholesale	1	=	Р	25% to 33%
	Accounting Practices	=	=	Е	25% to 33%	WHOLESALE	Food Wholesale			Р	25% to 30%
SERVICES	Dental & Medical	=	=	Е	20% to 33%	WHOLESALE	roou wholesale			-	25% (0 30%)
	Facilities Management	1	=	Е	25% to 33%		Product Wholesale	1	=	Р	25% to 30%

This **State Of the Market Report** compares the current sale prices for a range of business types with sale prices from the previous quarter. Usually supply and demand are the greatest factors influencing values, but there are other factors which influence the value of small businesses. In this report we provide a guide to business values across many sectors. Within Australia there can be variances in business values which may be a reflection of local conditions hence these reports are state based. **Demand** is measured by buyer enquiry on websites. **Value** is a reflection of sales data.



The New South Wales Small Business STATE OF THE MARKET REPORT

D = Demand V = Value \$ = EBITDA or PEBITDA

Type	D = Demand V = Value \$ = EBITDA or PEBITDA RISING FALLING STEAD											STEADY =
Caravan Parks Freehold	Туре	Category	D	V	\$	Aprx. ROI	Туре	Category	D	V	\$	Aprx. ROI
ACCOMMODITION Caravan Parks Leasehold		Aged Care	1	=	Ε	9% to 16%		Equipment Hire	1	1	Р	20% to 33%
Hotels Leasehold		Caravan Parks Freehold	=	=	Е	11% to 19%		Labour Hire	1	=	E	25% to 33%
Motels	ACCOMMODATION	Caravan Parks Leasehold	=	=	Р	18% to 30%		Printing	1	1	P	50% to 100%
Automotive Dealership		Hotels Leasehold	=	=	Р	13% to 30%	SERVICES	Professions	=	1	E	33% to 100%
Automotive Dealership Car Rental \(\backsquare^{-1} \) P 27% to 36% Car Rental \(\backsquare^{-1} \) P 27% to 36% Cars Rental \(\backsquare^{-1} \) P 27% to 36% Cars Rental \(\backsquare^{-1} \) P 27% to 36% Cars Rental \(\backsquare^{-1} \) P 27% to 36% Service Stations \(\backsquare^{-1} \) P 9 30% to 100% Service Stations \(\backsquare^{-1} \) P 9 30% to 40% Service Stations \(\backsquare^{-1} \) P 9 30% to 40% Cleaning Companies \(\backsquare^{-1} \) P 9 26% to 37% Maintenance \(\backsquare^{-1} \) P 9 26% to 37% RETAIL Communications \(\backsquare^{-1} \) P 26% to 40% Pet Services Products \(\backsquare^{-1} \) P 25% to 40% Pet Services Products \(\backsquare^{-1} \) P 25% to 40% Pet Services Products \(\backsquare^{-1} \) P 25% to 40% Pet Services Products \(\backsquare^{-1} \) P 25% to 40% Pet Services Products \(\backsquare^{-1} \) P 25% to 33% REGISATION RETAIL Communications \(\backsquare^{-1} \) P 30% to 100% Supermarket (Large) \(\backsquare^{-1} \) P 25% to 30% Supermarket (Large) \(\backsquare^{-1} \) P 25% to 100% Supermarket (Large) \(\backsquare^{-1} \) P 25% to 100% Supermarket (Large) \(\backsquare^{-1} \) P 25% to 100% Supermarket (Large) \(\backsquare^{-1} \) P 25% to 100% Supermarket (Large) \(\backsquare^{-1} \) P 25% to 100% Supermarket (Large) \(\backsquare^{-1} \) P 25% to 100% Supermarket (Large) \(\backsquare^{-1} \) P 25% to 100% Supermarket (Large) \(\backsquare^{-1} \) P 25% to 100% Supermarket (Large) \(\backsquare^{-1} \) P 25% to 100% Supermarket (Large) \(\backsquare^{-1} \) P 25% to 100% Supermarket (Large) \(\backsquare^{-1} \) P 25% to 100% Supermarket (Large) \(\backsquare^{-1} \) P 25% to 100% Supermarket (Large) \(\backsquare^{-1} \) P 25% to 100% Supermarket (Large) \(\backsquare^{-1} \) P 25% to 100% Supermarket (Large) \(\backsquare^{-1} \) P 25% to 100% Supermarket (Large) \(\backsquare^{-1} \) P 25% to 100% Supermarket (Large) \(\backsquare^{-1} \) P 25% to 10		Motels	=	=	Р	23% to 40%			=	=	Е	25% to 33%
Car Rental		Car Washes	1	=	Е	23% to 33%		Security	1	=	Р	30% to 33%
AUTOMOTIVE		Automotive Dealership	1	1	Ε	18% to 25%		Serviced Office	1	1	Р	33% to 50%
Dealership		Car Rental	=	1	Р	27% to 36%		NDIS	1	1		20% to 30%
DOMESTIC Cleaning Companies	AUTOMOTIVE		=	=	Е	30% to 40%		Discount & Variety	1	1	Р	50% to 100%
Cleaning Companies		Mechanical Workshops	1	1	Р	50% to 100%		Gifts & Florists	1	1	Р	50% to 100%
DOMESTIC SERVICES		Service Stations	1	1	Р	33% to 45%		Homeware & Furniture	1	1	Р	50% to 100%
## Pet Services & Products	DOMESTIC	Cleaning Companies	1	1	Р	26% to 33%	RETAIL	Online Retail	1	1	Е	25% to 40%
Name	SERVICES	Maintenance	1	1	Р	25% to 37%		Pet Services & Products	1	=	Р	25% to 33%
TRAINING RTO & Training	EDUCATION &	Childcare Centre	1	=	Е	18% to 20%		Post Office & Newsagencies	1	1	P	50% to 100%
Hair & Beauty Salons		RTO & Training	1	=	Р	26% to 40%		Supermarket (Large)	1	1	Р	25% to 38%
Hair & Beauty Salons	HAIR &	Cosmetic Salons	1	=	Р	25% to 40%		Supermarket (Small)	1	=	Р	50% to 100%
Bakeries	BEAUTY	Hair & Beauty Salons	=	=	Р	50% to 100%		Adventure	=	=	Р	35% to 50%
Café/Coffee Lounge		Bakeries	1	1	Р	50% to 100%		Gymnasiums	1	1	Р	33% to 50%
Catering & Events		Bars & Clubs	1	1	Р	33% to 100%	STORAGE	Storage Complexes	1	1	Е	16% to 22%
Food Franchise		Café/Coffee Lounge	1	=	Р	50% to 100%	TRADES	Air Conditioning	1	=	Р	27% to 50%
Food Franchise	HOSPITALITY	Catering & Events	=	=	Р	33% to 100%		Electrical & Plumbing	1	=	Р	33% to 55%
Vending Construction P 27% to 40% Engineering Manufacturing Entertainment Internet Internet P 23% to 33% Internet P 23% to 33% Marketing Accounting Practices Dental & Medical E 25% to 33% Courier Road Transport Logistics Vegetation Management Vegetation Management P 25% to 38% Vegetation Management P 25% to 35% Vegetation Management P 25% to 35% Vegetation Management P 25% to 35% Vegetation Management P 25% to 33% Waste P 25% to 33% Wholesale P 25% to 33% WHOLESALE Food Wholesale P 25% to 30%		Food Franchise	=	1	Р	50% to 100%		Home Improvement	1	1	Р	33% to 100%
Construction = P 27% to 40% Engineering		Takeaway & Casual Dining	1	1	Р	50% to 100%		Pool Servicing	=	=	Р	33% to 100%
ENGINEERING & Engineering		Vending	1	=	Е	25% to 35%		Courier	=	=	Р	50% to 100%
MANUFACTURING Manufacturing Entertainment P 25% to 50% Entertainment Internet P 25% to 33% IT & Communications Marketing Accounting Practices Dental & Medical Dental & Medical Dental & Medical P 25% to 50% Vegetation Management P 25% to 35% Power Supply & Solar P 26% to 33% UTILITIES & INFRASTRUCTURE Waste Waste Water Treatment E 16% to 35% Equipment Wholesale P 25% to 33% WHOLESALE Food Wholesale P 25% to 30%		Construction	=	=	Р	27% to 40%		Road Transport	=	1	Р	33% to 50%
Manufacturing Entertainment P 25% to 50% Entertainment Internet P 25% to 33% IT & Communications Marketing Accounting Practices Dental & Medical Entertainment P 25% to 50% Power Supply & Solar P 26% to 33% UTILITIES & INFRASTRUCTURE Waste Waste Waste P 25% to 40% Water Treatment E 16% to 35% Equipment Wholesale P 25% to 33% WHOLESALE Food Wholesale P 25% to 30%		Engineering	1	=	Р	24% to 33%		Logistics	1	=	E	25% to 38%
Internet	MANUFACTURING	Manufacturing	1	1	Е	25% to 50%		Vegetation Management	1	1	Р	25% to 35%
Internet		Entertainment	1	1	Р	50% to 100%	UTILITIES &	Power Supply & Solar	=	=	Р	26% to 33%
Marketing P 40% to 50% Accounting Practices E 25% to 33% Dental & Medical E 20% to 33%	MEDIA &	Internet	=	1	Р	23% to 33%		Waste	1	1	E	20% to 35%
Accounting Practices Dental & Medical E 25% to 33% WHOLESALE Food Wholesale P 25% to 30% Product Wholesale	COMMUNICATION	IT & Communications	=	=	Р	25% to 40%		Water Treatment	1	=	E	16% to 35%
SERVICES Dental & Medical = E 20% to 33% Product Wholesale		Marketing	=	1	Р	40% to 50%		Equipment Wholesale	1	=	Р	25% to 33%
SERVICES Dental & Medical = E 20% to 33%		Accounting Practices	1	=	Е	25% to 33%	WHOLESALE	Food Wholesale			P	25% to 20%
Facilities Management	SERVICES	Dental & Medical	=	=	Е	20% to 33%		roou wildlesale			-	2370 (0 3070
		Facilities Management	1	1	Е	25% to 33%		Product Wholesale	1	=	Р	25% to 30%

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The Victorian Small Business **STATE OF THE MARKET REPORT**

QUARTER 2 **2025**

D = Demand V = Value \$ = EBITDA or PEBITDA RISING ↑ FALLING ↓ ST										STEADY =	
Туре	Category	D	٧	\$	Aprx. ROI	Туре	Category	D	٧	\$	Aprx. ROI
	Aged Care	1	=	Е	9% to 16%		Equipment Hire	1	1	Р	20% to 33%
	Caravan Parks Freehold	=	=	Е	9% to 15%		Labour Hire	1	=	Е	25% to 33%
ACCOMMODATION	Caravan Parks Leasehold	1	=	Р	17% to 25%		Printing	1	1	P	50% to 100%
	Hotels Leasehold	=	=	P	18% to 30%	SERVICES	Professions	=	=	Е	33% to 100%
	Motels	=	=	Р	20% to 33%		Real Estate/Property Management	1	=	Е	25% to 33%
	Car Washes	1	=	Е	23% to 33%		Security	=	=	P	23% to 33%
	Automotive Dealership	1	1	Е	17% to 25%		Serviced Office	1	1	P	33% to 50%
	Car Rental	1	=	Р	27% to 30%		NDIS	1	1	Р	20% to 30%
AUTOMOTIVE	Caravan/Motorcycle/Marine Dealership	=	=	Е	30% to 35%		Discount & Variety	1	1	Р	50% to 100%
	Mechanical Workshops	1	1	Р	50% to 100%		Gifts & Florists	1	1	Р	50% to 100%
	Service Stations	1	1	Р	33% to 45%		Homeware & Furniture	1	1	Р	50% to 100%
DOMESTIC	Cleaning Companies	1	=	Р	26% to 33%	RETAIL	Online Retail	1	1	E	25% to 40%
SERVICES	Maintenance	1	1	Р	25% to 37%		Pet Services & Products	1	1	Р	25% to 30%
EDUCATION &	Childcare Centre	1	=	Е	18% to 20%		Post Office & Newsagencies	1	1	Р	50% to 100%
TRAINING	RTO & Training	1	=	Р	26% to 50%		Supermarket (Large)	1	1	Р	25% to 38%
HAIR &	Cosmetic Salons	1	=	Р	25% to 40%		Supermarket (Small)	=	=	Р	50% to 100%
BEAUTY	Hair & Beauty Salons	=	=	Р	45% to 100%	SPORTS & RECREATION	Adventure	=	=	Р	25% to 50%
	Bakeries	1	1	Р	50% to 100%		Gymnasiums	1	1	Р	33% to 50%
	Bars & Clubs	1	=	Р	33% to 100%	STORAGE	Storage Complexes	1	1	Е	16% to 23%
	Café/Coffee Lounge	1	=	Р	50% to 100%	TRADES	Air Conditioning	=	=	P	28% to 50%
HOSPITALITY	Catering & Events	=	=	Р	33% to 100%		Electrical & Plumbing	=	=	P	33% to 55%
	Food Franchise	=	=	Р	50% to 100%		Home Improvement	1	=	P	25% to 100%
	Takeaway & Casual Dining	=	=	Р	50% to 100%		Pool Servicing	=	=	P	33% to 100%
	Vending	1	=	Е	26% to 35%		Courier	=	=	P	50% to 100%
	Construction	1	1	Р	27% to 40%	TRAVEL & TRANSPORT	Road Transport	=	1	P	33% to 50%
ENGINEERING & MANUFACTURING	Engineering	=	=	P	24% to 33%		Logistics	1	=	E	25% to 33%
	Manufacturing	1	1	Е	25% to 40%		Vegetation Management	1	1	P	22% to 40%
	Entertainment	1	1	Р	50% to 100%	UTILITIES &	Power Supply & Solar	=	=	P	25% to 33%
MEDIA & COMMUNICATION	Internet	1	=	Р	25% to 33%	INFRASTRUCTURE	Waste	1	=	E	20% to 35%
	IT & Communications	=	=	P	25% to 40%		Water Treatment	1	1	E	18% to 30%
	Marketing		=	Р	40% to 100%		Equipment Wholesale	1	=	P	25% to 33%
	Accounting Practices	=	=	Е	25% to 33%	WHOLESALE	Food Wholesale			Р	25% to 30%
SERVICES	Dental & Medical	=	=	Е	18% to 33%		1 ood Wildlesale				25 70 10 3070
	Facilities Management	1	=	Е	25% to 33%		Product Wholesale	1	=	P	25% to 30%

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The South Australian Small Business **STATE OF THE MARKET REPORT**

QUARTER 2 **2025**

D = Demand V = Value \$ = EBITDA or PEBITDA							RISING 👚	FALLIN	IG 🖣	ļ	STEADY =
Туре	Category	D	٧	\$	Aprx. ROI	Туре	Category	D	٧	\$	Aprx. ROI
	Aged Care	1	=	Е	11% to 16%		Equipment Hire	1	1	Р	20% to 33%
	Caravan Parks Freehold	=	=	Е	12% to 19%		Labour Hire	=	=	Е	25% to 33%
ACCOMMODATION	Caravan Parks Leasehold	1	=	P	20% to 27%		Printing	=	=	P	50% to 100%
	Hotels Leasehold	=	1	P	20% to 30%	SERVICES	Professions	1	=	E	50% to 100%
	Motels	=	=	Р	20% to 40%		Real Estate/Property Management	1	=	Е	25% to 33%
	Car Washes	1	=	E	23% to 33%		Security		=	P	25% to 33%
	Automotive Dealership	=	=	Е	20% to 25%		Serviced Office		=	Р	33% to 50%
	Car Rental	1	=	Р	27% to 36%		NDIS	1	1	P	20% to 30%
AUTOMOTIVE	Caravan/Motorcycle/Marine Dealership	=	=	Е	30% to 40%		Discount & Variety	1	1	Р	50% to 100%
	Mechanical Workshops	1	1	P	50% to 100%		Gifts & Florists	1	1	Р	50% to 100%
	Service Stations	1	1	Р	33% to 45%		Homeware & Furniture	1	1	Р	50% to 100%
DOMESTIC	Cleaning Companies	=	=	P	25% to 33%	RETAIL	Online Retail	1	1	Е	25% to 30%
SERVICES	Maintenance	1	1	P	25% to 37%		Pet Services & Products	1	1	Р	25% to 33%
EDUCATION &	Childcare Centre	1	1	E	18% to 20%		Post Office & Newsagencie	; ↓	1	Р	50% to 100%
TRAINING	RTO & Training	1	1	Р	25% to 40%		Supermarket (Large)	1	1	Р	25% to 38%
HAIR & BEAUTY	Cosmetic Salons	=	1	Р	25% to 40%	SPORTS &	Supermarket (Small)	1	=	Р	50% to 100%
	Hair & Beauty Salons	=	=	Р	50% to 100%		Adventure	1	1	Р	25% to 50%
	Bakeries	1	1	Р	50% to 100%	RECREATION	Gymnasiums	1	1	Р	33% to 50%
	Bars & Clubs	1	1	Р	33% to 100%	STORAGE	Storage Complexes	1	=	Е	16% to 24%
	Café/Coffee Lounge	1	=	Р	50% to 100%	TRADES	Air Conditioning	1	=	Р	28% to 40%
HOSPITALITY	Catering & Events	=	=	Р	33% to 100%		Electrical & Plumbing	=	=	Р	33% to 55%
	Food Franchise	1	1	Р	50% to 100%		Home Improvement	1	1	Р	33% to 100%
	Takeaway & Casual Dining	=	=	Р	50% to 100%		Pool Servicing	=	=	Р	33% to 100%
	Vending	1	•	E	25% to 35%		Courier	=	=	P	50% to 100%
	Construction	=	=	Р	27% to 40%	TRAVEL & TRANSPORT	Road Transport	=	1	Р	33% to 50%
ENGINEERING & MANUFACTURING	Engineering	=	=	P	24% to 33%		Logistics	1	1	E	25% to 38%
	Manufacturing	1	=	E	25% to 40%		Vegetation Management	1	1	Р	22% to 40%
	Entertainment	1	=	Р	50% to 100%	UTILITIES &	Power Supply & Solar	1	=	Р	26% to 33%
MEDIA &	Internet	1	1	Р	25% to 33%	INFRASTRUCTURE	Waste	1	=	Е	20% to 33%
COMMUNICATION	IT & Communications	=	=	P	25% to 42%		Water Treatment	1	1	E	18% to 33%
	Marketing	1	=	P	40% to 100%		Equipment Wholesale	1	=	Р	25% to 33%
	Accounting Practices	=	=	E	25% to 33%	WHOLESALE	Food Wholesale	<u> </u>		Р	25% to 33%
SERVICES	Dental & Medical	=	=	Е	20% to 33%		Took Wildlesale			-	2570 (0 3370
	Facilities Management	1	1	E	25% to 33%		Product Wholesale	1		Р	25% to 33%

This **State Of the Market Report** compares the current sale prices for a range of business types with sale prices from the previous quarter. Usually supply and demand are the greatest factors influencing values, but there are other factors which influence the value of small businesses. In this report we provide a guide to business values across many sectors. Within Australia there can be variances in business values which may be a reflection of local conditions hence these reports are state based. **Demand** is measured by buyer enquiry on websites. **Value** is a reflection of sales data.



The Western Australian Small Business STATE OF THE MARKET REPORT

D = Demand V = Value \$ = EBITDA or PEBITDA RISING † FALLING										•	STEADY =
Туре	Category	D	٧	\$	Aprx. ROI	Туре	Category	D	٧	\$	Aprx. ROI
	Aged Care	1	1	Е	12% to 20%		Equipment Hire	1	1	Р	20% to 33%
	Caravan Parks Freehold	1	=	Е	10% to 19%		Labour Hire	1	=	Е	25% to 33%
ACCOMMODATION	Caravan Parks Leasehold	=	=	Р	17% to 25%		Printing	1	1	P	50% to 100%
	Hotels Leasehold	=	=	Р	17% to 30%	SERVICES	Professions	=	=	Ε	50% to 100%
	Motels	=	=	Р	20% to 40%		Real Estate/Property Management	1	=	Е	25% to 33%
	Car Washes	1	=	Е	23% to 33%		Security	1	=	Р	25% to 33%
	Automotive Dealership	=	=	Е	20% to 25%		Serviced Office	1	1	Р	33% to 60%
	Car Rental	1	=	Р	23% to 30%		NDIS	=	=	Р	20% to 30%
AUTOMOTIVE	Caravan/Motorcycle/Marine Dealership	=	=	Ε	20% to 35%		Discount & Variety	1	1	Р	50% to 100%
	Mechanical Workshops	1	1	Р	50% to 100%		Gifts & Florists	1	1	Р	50% to 100%
	Service Stations	1	1	Р	33% to 45%		Homeware & Furniture	1	1	Р	50% to 100%
DOMESTIC	Cleaning Companies	=	=	P	25% to 33%	RETAIL	Online Retail	1	1	Е	25% to 33%
SERVICES	Maintenance	=	=	Р	25% to 37%		Pet Services & Products	=	1	Р	25% to 33%
EDUCATION &	Childcare Centre	1	=	Е	18% to 20%		Post Office & Newsagencies	1	1	Р	50% to 100%
TRAINING	RTO & Training	1	=	Р	25% to 40%		Supermarket (Large)	1	1	Р	27% to 38%
HAIR & BEAUTY	Cosmetic Salons	=	=	Р	25% to 40%		Supermarket (Small)	1	=	Р	50% to 100%
	Hair & Beauty Salons	1	=	Р	45% to 100%	SPORTS &	Adventure	=	=	P	30% to 50%
	Bakeries	1	1	Р	50% to 100%	RECREATION	Gymnasiums	1	1	Р	33% to 50%
	Bars & Clubs	1	=	Р	33% to 100%	STORAGE	Storage Complexes	1	1	Е	16% to 22%
	Café/Coffee Lounge	1	=	Р	50% to 100%	TRADES	Air Conditioning	1	=	Р	28% to 40%
HOSPITALITY	Catering & Events	=	1	Р	33% to 100%		Electrical & Plumbing	1	=	Р	33% to 55%
	Food Franchise	1	=	Р	50% to 100%		Home Improvement	=	1	Р	33% to 100%
	Takeaway & Casual Dining	=	=	Р	30% to 100%		Pool Servicing	=	=	Р	33% to 100%
	Vending	1	1	Е	26% to 35%		Courier	=	=	Р	50% to 100%
	Construction	=	=	Р	27% to 40%	TRAVEL & TRANSPORT	Road Transport	=	1	Р	25% to 50%
ENGINEERING & MANUFACTURING	Engineering	1	=	Р	24% to 33%		Logistics	=	=	E	25% to 38%
	Manufacturing	1	=	Е	25% to 50%		Vegetation Management	1	1	Р	22% to 40%
	Entertainment	=	=	Р	50% to 100%	UTILITIES &	Power Supply & Solar	=	=	Р	26% to 33%
MEDIA & COMMUNICATION	Internet	=	1	Р	25% to 33%	INFRASTRUCTURE	Waste	1	=	Е	20% to 33%
	IT & Communications	=	=	Р	25% to 40%		Water Treatment	1	1	Е	18% to 40%
	Marketing	1	1	Р	40% to 100%		Equipment Wholesale	1	=	Р	25% to 33%
	Accounting Practices	=	=	Е	25% to 33%	WHOLESALE	Food Wholesale			Р	25% to 30%
SERVICES	Dental & Medical	=	=	Е	20% to 33%		. SSE THOICSUIC				25.0 13 30.0
	Facilities Management	1	1	Е	25% to 33%		Product Wholesale	1		Р	25% to 30%

This **State Of the Market Report** compares the current sale prices for a range of business types with sale prices from the previous quarter. Usually supply and demand are the greatest factors influencing values, but there are other factors which influence the value of small businesses. In this report we provide a guide to business values across many sectors. Within Australia there can be variances in business values which may be a reflection of local conditions hence these reports are state based. **Demand** is measured by buyer enquiry on websites. Value is a reflection of sales data.

NOTE: Some business sectors are assessed using PEBITDA and others are assessed on an EBITDA basis. PEBITDA = Proprietors Earnings Before Interest Tax Depreciation and Amortisation. **EBITDA** = Earnings Before Interest Tax Depreciation and Amortisation. **PEBITDA** includes any wages or salary paid to a single owner/operator/proprietor.

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