

Step 1: Listing Details

Listing Type Business Franchise

Commercial Property

Business Activity ^{*} i.e. Cafe, Service, Kitchen Design (1-3 words)

Business Type ^{*}

Additional Type only if necessary i.e. home based

Location ^{*} select the closest city or region

Actual City or Town ^{*}

State

Postal Code

Asking Price NZ\$ (recommended) numbers only i.e. 260000

Price Notes i.e. +SAV, Negotiable, +GST (1-3 words)

Annual Turnover NZ\$ numbers only (gross figure for last 12 months)

Headline ^{*} promote your key buyer benefits in 20 words or less (important)

Description ^{*} describe what your business does, the market, the opportunities, benefits and how it operates in less than 120 words

Resources datal key resources including staff, systems, equipment and premises as well as any assistance in less than 80 words

Business Website only if it helps your listing

Contact Name ^{*} use Owner if confidential

Phone Number

Alternative Phone Number

Best Time To Call specify if not anytime

Email Address ^{*} not displayed as enquiries are via a form

I require the buyer's phone number when emailed

Relationship Owner/Advisor Agent/Broker

Broker Co Name ^{*} if an agent then please provide your company name

Broker Ad Ref your ad reference number

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Selling a business? How to create a better ad for a better result.

Top tips for placing a "Business for Sale" listing on www.nzbizbuysell.co.nz

Listing Type:

- If it's a franchise, then select the "franchise" option, you'll then be listed on www.nzfranchises.co.nz site as well.

Business Activity: *

- What's for sale? Be as specific as possible in 1 to 3 words. No symbols; ie. & é etc. Clean text. ie. Hair Salon, Cafe, Joinery etc.
- Don't run words together; Google prefers "Restaurant and Bar" not "Restaurant/bar" or "Restaurant,Bar". Clean phrases win.
- Note; your "Activity" will automatically have added to it; ... Business for Sale Auckland etc. ie. the "Actual City or Town"
- Use Standard Text starting with a capital. Never use ALL CAPITALS - it's hard to read and considered both lazy and shouting.

Business Type: *

- Pick the one that "best describes" the business. Check them all out first. Note: in "Services" people sell their time by the hour.
- In a few cases, you may need a second type. ie. Home Based, Franchise Resale... Or your business is genuinely across two types.

Location: *

- Select the "closest" City or Town. People are specific on where they are looking so less-likely to search North Island or a region.
- Auckland covers the four Cities; ie. Auckland Central, North Shore, Manukau and Waitemata. The "Auckland Region" covers the larger Hauraki Gulf and greater Auckland Region.
- Using just the suburb can be risky, as it may be unclear as to which City or Town it is. If you do, include the City as well.

Actual City or Town: *

- This is for where the business for sale is located. If it's 100% relocatable then it qualifies as a "New Zealand" wide opportunity.
- Again, being specific helps; and if a relatively small town you may like to specify the Region too. ie. Whitanga Coromandel
- The "Actual City or Town" gets added to your ads "Business Activity", to form the "Title" for search purposes - it's important!

Post Code

- Useful, but not mandatory unless you're selling a commercial property.

Asking Price NZ\$ (Recommended):

- Buyers will generally search using a price range, so without a price you may be missing out. Best have a price!
- Price Notes: this helps cover any special conditions ie. +GST if any, plus SAV, priced from (brief notes only)

Headline: *

- This forms the Summary that goes under the ads Title so is important for helping get the click troughs.
- In less than 20 words, highlight the key selling points of why someone would buy this business.
- This is NOT for phone numbers, addresses or websites. Just your best sales pitch in under 20 words.
- Again; use standard text only. Never use ALL CAPITALS - it's hard to read and considered shouting.

Description: *

- Clearly describe what your business does, the market, the opportunities, the key benefits and how it operates in less than 120 words. What is the buyer getting if they buy this business? Would you want to buy this? ...see more on [writing a great ad](#)
- Don't add phone numbers or emails to the description (body of the ad), as this shorts-out our Stats leaving them null and void.
- Disclaimers; any disclaimers need to go at the bottom. For Google purposes, ensure the most interesting copy goes up first.

Resources:

- Not mandatory. This is for detailing what comes with the business. Here you can list the key resources; including staff, systems, equipment and premises as well as any assistance in 80 words or less. This helps buyers understand what they are getting.
- Note: this is just for your ad copy. No hot-links to websites, youtube, or emails are permitted in the body of any listing.

Business Website:

- This is for the Clients website only and should only be used if it helps sell the business. Most websites don't help the sale.

Contact Name: *

- People like to know who they are dealing with, so place the Brokers or Owners name in here. And Only their Name.

Phone Number:

- While not mandatory, it is good to provide as some buyers prefer to phone. Best provide the sellers' mobile phone ie. 021846219 – by listing like this with no brackets etc. Buyers can tap the number on their mobile phone and ring you direct.

Email Address: *

- It pays to double check this, if it is misspelt your ad will not work. Your email is not displayed as enquiries are via a form.

Relationship: *

- If a Broker or Agent, this option needs to be selected. It's important to add your Agency and ad ID number for ad management.

Step 2: Images

- Images create more interest; simple, sharp, professional images that evoke an emotional response work best. ...[better photos](#)
- Load 1 image for basic ads, up to 5 for premium and featured ads. The format must be a jpg or png, and less than 1MB
- Do-not use your Brokerage logo as an ad image or load an image that contain more than 30% text, or branding.
- Caution: Do not upload images without permission or which infringe on someone else's copyright.
- To reorder the images, drag the icon that is on the left of the images up or down.