

Online Subscription Business for Sale Auckland



Highly Profitable Online Subscription Business — Recurring Revenue

Established & Profitable — A Rare Digital Acquisition

A rare opportunity to acquire a highly profitable, well-established online subscription business operating in a specialist, high-intent consumer vertical in New Zealand.

For over a decade this digital platform has connected consumers with businesses through a curated online directory and targeted marketing service. It runs on a subscription model delivering predictable, recurring monthly income, an exceptionally loyal client base, and very low churn.

Financial & operational highlights

1. 12+ years established — a genuine leader in its niche
2. Annual turnover exceeding \$600,000 (excl. GST), growing year-on-year
3. EBITDA approx. \$235,000 (circa 38% margin)
4. ~350 active recurring subscriptions
5. Sub-2% average monthly churn, and trending down
6. Asset-light and fully remote — no premises or stock required

Why it stands out

1. Dominant organic search position built over many years — a deep, defensible moat that would be slow and costly for any competitor to replicate
2. Recent significant investment in AI-search optimisation, positioning it ahead of the shift in how customers now discover businesses
3. Strong brand authority and long-standing client relationships, many 8-10+ years
4. Custom-built, highly automated platform that keeps overheads low and margins high

Limited owner involvement

A capable team runs day-to-day operations independently. The business is guided by a part-time leadership role covering strategy and key-account relationships. The owners have deliberately removed themselves from the daily running, making for a clean, straightforward transition. Full training and a structured handover are included, with ongoing support available.

Clear growth upside

Location: **New Zealand**

Asking: **\$950,000**

Turnover: **\$611,255**

Type: **Communications/Tech**

Contact:

Owner

nzbizbuysell.co.nz/133555



Multiple untapped levers remain — new advertising products, monetising currently-free listings, dedicated regional sales, and expansion into adjacent markets. A portfolio of strategic domain names is included.

Asking \$950,000. Ideal for an investor or operator seeking a scalable digital asset with recurring revenue.

Serious enquiries only. Full financials provided under NDA. Message via Trade Me to register your interest.

Business Resources

1. 4 part time staff
2. no premises
3. no stock
4. 10 working days assistance plus 1 month phone support