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Motivations of Purchasers

Businesses under \$500K

In the small business market, the main motivation for purchasers is to buy a job. This is why profit is usually quoted as “Net Profit to 1 (or 2) working owner/s”. Such businesses are usually too small to carry the management structure and systems needed to run successfully under management.

Businesses more than \$1M

This is an Investor market – corporate investors and individuals with more than \$1 million don’t want the job, so replacing the owners can be a hurdle.

Intelligent marketing strategies are employed to attract interest from the target group of purchasers, being those who will pay the most for the business because, to them, the risk is lowest and the benefits the greatest.

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