business for sale

Selling a Business in 2023 Has Never Been Easier

Selling a Business in 2023 Has Never Been Easier

Published on: **7th October 2025**
Author: **Bronwen Barnard**



Selling a Business in 2023 Has Never Been Easier

As we all return from our December vacations and settle into 2023, it is time to get back into the game and put our ideas into action. January is a fantastic time to start marketing your business for sale. Buyers are motivated and ready for new ventures, which puts you in the perfect position to sell! With the help of Business for Sale, selling your business in 2023 has never been easier.

In this article, we will discuss how to best sell your business in South Africa, as well as present you with the three packages offered by Business for Sale that will make the process of selling your business easy and effective.

How Do I Sell My Business in South Africa?

There are many ways that one can go about marketing your business for sale, finding a buyer, and finalising the deal. A business owner will be able to market and sell their own business or make use of the services of a business broker. Whether attempting to do this alone or making use of a broker, there are a few things you should have in place to ensure that you are able to answer any questions a potential buyer might have. Firstly, identify the reason for selling your business, as this will be one of the first questions asked. It is also important to get your financial records together, reports of your customer base, and other factors that are important to take into consideration when buying and running a business successfully. It is best practice to have a business valuation done so that you may sell your business for what it is truly worth.

Packages Offered by Business for Sale

The process of selling your business can be quite complicated and time-consuming as there are many aspects to take into account. However, by making use of the Business for Sale platform, the process becomes significantly easier. We have three packages that each offers a variety of services to make your selling process as easy as possible.

1. Advertising

This package is perfect for business owners and/or landlords. One user is able to be registered and you will be able to list one business. We will also provide you with one business valuation and your business will be promoted as a featured business listing for 30 days. You will also receive any inquiries about your business while it is listed with us. Lastly, your will receive limited report information and have limited use of the financials feature.

2. Essential

The essential package is recommended for business owners, landlords, and franchisors. This package will allow for one user, three listings, and a once-off business valuation, and your business will be marked as a featured business listing for 30 days. You will also receive any enquiries while your business is listed, be able to set up autoresponders for those enquiries should you not be able to answer them immediately, as well as include a financial report to put potential buyers' minds at ease. Basic access will be given to the financials feature, necessary documentation can be uploaded, and basic report information will be provided. You will also have access to our registered buyers!

3. Premium

The premium package is perfect for franchisors, business brokers, private agents, accountants, and attorneys. With this package, one will be able to load two users, add an unlimited number of listings, receive an unlimited number of business valuations, and have three businesses marked as featured listings at any one time. You will also gain full access to the financial feature, and be able to upload a variety of necessary documentation. Enquiries will be received as they come in and autoresponders are able to be utilised. You will have full access to all report information as well as receive financial reports, seller feedback reports, and weekly progress reports. You will even be able to re-market to buyers and customise your documentation!

Contact Business for Sale to find out more about how we can help you sell your business in 2023!