

A man in a blue suit and patterned shirt stands on a city street, smiling. The background shows a building and a blue trash can.

BUSINESS REPORT

Date: **14th August 2026**
Business Reference: **38373**

About the Business:

Well known Garden Route Holiday Property Rental Business - 40 years

This well known holiday town are selling one of its oldest and wellknown holiday property rental businesses. Own this excellent, management run business today.

Well known Garden Route Holiday Property Rental Business - 40 years



Sector: **Services**

Asking Price:

R 4,500,000

Monthly Profit:

R 133,752

Asset Value:

R 200,000

Stock Value:

R 0

Yearly Net Profit :

R 1,605,030



Business Report

How does the business operate on a daily basis?

The business is managed daily by competent staff who have been with the business for over 15 years. The owner is involved on a part-time basis and covers strategic direction, accounting, and payments.

What Advertising/Marketing is carried out?

Website
Social Media and Paid Adds
Google Bsuiness activity and Paid campaigns
Banner ads and Branded Vehicles
Multi channel property listings on platforms like AirBNB, Booking.com etc

What competition exists?

There are competitors in the area and often newcomers to the industry. However, through 40 years of experience, the staff and owners know what works

How could the profitability of the business be improved?

An even stronger AI presence with GEO Optimisation
Perhaps expand to have a channel manager focusing on google vacation rentals

Give a breakdown of staff/ functions/ length of service?

Rental Agent - 16 years of experience
Home Manager / Marketing - 13 years of experience
Reception / Admin - 8 years of experience
Housekeeping / Supervisor - 14 years of experience
Cleaners - 5/6 - > 15 years of experience

How involved is the Owner in running the business?

The owner is not involved in the day-to-day running.
He does deal with payment, finance and VAT when needed.
He is available at all times to assist staff as needed.

When does the current lease end?

The business are being sold with the property.
However - see mandate 38374 for info on the property.

What are the main assets of the business?

2 motor vehicles
Laundry Equipment
Computer Equipment

Strengths?

Established Brand with 40-Year Track Record

- Operating since 1989, providing exceptional longevity and credibility in the tourism and property rental market.
- Well-known and trusted local brand with a strong reputation amongst property owners and holidaymakers.

Prime Location

- One of South Africa's most desirable coastal holiday destinations.
- Benefits from strong seasonal tourism, high-end visitors, international travellers, and repeat holidaymakers.

Recurring Revenue Model

- Generates recurring management income from holiday property owners.
- Multiple revenue streams from booking commissions, management fees, cleaning coordination, maintenance coordination, and ancillary services.

Large Database and Repeat Client Base

- Long-standing relationships with property owners accumulated over decades.
- Significant repeat guest bookings create predictable annual income.

Asset-Light Business

- Does not require ownership of accommodation stock.
- Low capital expenditure requirements compared with traditional hospitality businesses.

Experienced Team

- 12 employees with operational knowledge and established processes.

Strong Online Presence

- Established website and digital booking systems.
- Ability to market properties through multiple online platforms.

Scalability

- Additional properties can be added with limited overhead increases.
- Potential for geographic expansion into neighbouring Garden Route towns.

Weaknesses?

Dependence on Tourism Activity

- Revenue is influenced by domestic and international tourism trends.

Seasonality

- Peak earnings concentrated during holiday periods, especially summer and school holidays.

Competitive Market

- Increasing competition from Airbnb managers, estate agencies, and digital booking platforms.

Opportunities?

Growth in Domestic Tourism

- South Africans are increasingly seeking local holiday experiences and self-catering accommodation.

Expansion Along the Garden Route

- Extend services into other coastal towns on the Garden Route

Luxury Holiday Rentals

- Growing demand for premium coastal villas and managed accommodation.

Corporate and Long-Stay Rentals

- Opportunity to diversify beyond holiday rentals into executive and medium-term accommodation.

Technology Enhancements

- Automation of bookings, guest communications and maintenance management could improve margins.

Property Management Services

- Expansion into full-service residential holiday home management and concierge offerings.

Strategic Acquisition Opportunity

- Purchaser acquires an established market position that would take years to replicate organically.

Threats?

Economic Downturns

- Consumer spending on leisure travel may decrease during difficult economic conditions.

Changes in Tourism Trends

- Shifts in traveller preferences or alternative destinations impacting visitor numbers.

Online Platform Dependence

- Dependence on booking platforms and search engine visibility.

Regulatory Changes

- Potential future regulation of short-term accommodation rentals.

Natural Events and Environmental Risks

- Extreme weather events, water restrictions or environmental issues affecting tourism.

New Market Entrants

- Estate agencies and technology-driven operators entering the holiday rental sector.

Global Travel Disruptions

- Pandemics, travel restrictions or currency volatility could affect visitor volumes.

What is the reason for the sale?

The owner is scaling down on his business interest.
He owns various other businesses.