business
for sale



BUSINESS REPORT

Date: **23rd November 2026**
Business Reference:**34215**

About the Business:

Aldes Business Brokers – Where Ambition Meets Opportunity

Join Aldes Business Brokers, Africa's leading business brokerage network, and take control of your career by running your own agency. With over 40 outlets across South Africa and Namibia, Aldes offers an established brand, proven systems, and intensive training to help you succeed. As an agency owner, you'll work directly with business owners and buyers, leveraging our nationwide network, bespoke online

platforms, and marketing support to build a profitable and sustainable business. With low overheads, flexible operations, and unlimited earning potential once your pipeline is established, an Aldes agency offers the perfect opportunity for ambitious, results-driven individuals.

Aldes Business Brokers – Where Ambition Meets Opportunity

Sector: **New Franchise Opportunities**

Asking Price:

R 575,000

Projected Monthly Profit:

R 83,375

Asset Value:
R 500,000

Stock Value:
R 0

Projected Yearly Profit :
R 1,000,500

Business Report

How does the business operate on a daily basis?

On a daily basis, an Aldes Business Brokers agency operates much like a professional advisory and sales practice, balancing client interaction, financial analysis, and deal facilitation. A typical day includes meeting with business owners who are considering selling, gathering information on their operations, and analyzing financial statements to understand profitability, growth trends, and valuation drivers. Using Aldes' bespoke systems, brokers prepare valuation reports and determine realistic market prices. Once a mandate is secured, the agency discreetly markets the business through Aldes' national buyer database and online platforms, ensuring confidentiality while reaching qualified prospects. Brokers then field buyer enquiries, qualify buyers financially and strategically, and guide both parties through negotiations, legal agreements, and due diligence. Throughout the process, agencies act as trusted advisors, providing sellers with advice on exit planning and buyers with insight into the risks and opportunities of acquisition. In short, the daily operation combines relationship management, financial expertise, marketing, and transaction facilitation, with the ultimate goal of matching the right buyers and sellers to achieve successful business sales.

What Advertising/Marketing is carried out?

Aldes brokers market and advertise by building and maintaining strong professional networks that generate referrals, supported by printed pamphlets and leaflets for direct promotion. The Aldes website serves as a central marketing platform, showcasing listings and attracting online enquiries, while local newspaper adverts provide additional exposure to buyers and sellers in specific regions. Together, these channels ensure a steady flow of leads and visibility for each agency.

What competition exists?

Aldes faces competition from several fronts in the business brokerage market. Despite this, Aldes' brand recognition, scale, national footprint, regulated compliance, and bespoke systems give it a stronger competitive edge compared to independents and online-only options.

How could the profitability of the business be improved?

Profitability can be increased by implementing a structured marketing plan over the first 6 to 12 months that leverages Aldes' established networks to generate high-quality leads and attract new clients. Agencies can focus on offering services to existing customers, encouraging repeat business and referrals, while actively promoting the brand through digital marketing, local outreach, and professional networks. By combining targeted lead generation, efficient use of resources, and consistent engagement with both new and existing clients, agencies can increase transaction volume, improve conversion rates, and maximize commission revenue.

What are the monthly costs?

Typical monthly expenses include:
- Management fee of R3,000 (plus VAT)
- Advertising and marketing costs
- Cell phone and data usage
- Petrol and travel expenses
- Printing and stationery

The Aldes Agency operating model is designed to maintain low overheads, keeping running costs minimal while maximizing earnings potential.

How involved is the Owner in running the business?

An Aldes Agency is tied directly to the individual owner. While the agency may be structured as a separate legal entity, “investor-only” applications are not accepted. The owner is required to be fully committed and actively involved in the day-to-day operations of the business.

Strengths?

Aldes agencies benefit from being part of Africa’s leading business brokerage network, backed by support and assistance from Aldes Head Office. They receive intensive and practical initial training, have access to exceptional online systems and applications, and leverage an established, trusted brand in the market. With low monthly expenses and a model where Head Office shares both benefits and risks with each agency, brokers are well-positioned to build a profitable and sustainable business.

Weaknesses?

One potential challenge is that access to funding for transactions can be difficult for some buyers, which may slow deal completion. However, Aldes’ training, guidance, and extensive networks help brokers mitigate this concern by connecting clients with financing options and providing support throughout the transaction process.

Opportunities?

There is strong growth potential due to rising demand from both sellers and buyers in the SME market, particularly following COVID-19. Agencies can expand their reach by tapping into Aldes’ nationwide network, leveraging established brand recognition, and attracting new clients through digital and local marketing. Additional opportunities exist in offering value-added services such as business advisory, exit planning, and post-sale support, as well as recruiting and mentoring new brokers to increase market presence and transaction volume.

Threats?

A primary challenge is the relatively lengthy sales cycle, which means new brokers may experience several months of limited cash flow while building a client base and establishing a reliable pipeline. During this start-up period, patience and consistent effort are required. However, once a strong pipeline is in place, the earning potential becomes effectively unlimited, making the initial period the main risk to manage.