



# BUSINESS REPORT

Date: **6th May 2025**

Business Reference: **37326**

About the Business:

## Holiday Home Rentals in popular area of the Garden Route

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The business has a base of properties that they manage for holiday rentals and for the servicing too. The homes range in size and status and therefore rental costs vary too. They service and maintain the homes which is also contributes to the profitability. Unfortunately the Seller has a medical condition that requires attention and is still young so would prefer to relinquish the business.

# Holiday Home Rentals in popular area of the Garden Route



Sector: **Services**

Asking Price:

R **1,700,000**

Monthly Profit:

R **87,969**

Asset Value:

R 200,000

Stock Value:

R 0

Yearly Net Profit :

R 1,055,629



# Business Report

## How does the business operate on a daily basis?

The Owner handles all of the general management functions, supported by her Manager and the cleaning team.

A manager may not be required if it were a husband and wife team handling the business.

## What Advertising/Marketing is carried out?

Strong Website and on-line facilities

## What competition exists?

There are other competitors in this space

## How could the profitability of the business be improved?

The Owner has been working with her Manager and oversees most of the check-ins herself.

If it were a husband and wife team it would be a lot easier, and also there would be financial savings too

## How involved is the Owner in running the business?

Full time on a daily basis, 7 days per week if and when required.

However, being Owner run, this allows free time whenever the Owner chooses.

## When does the current lease end?

An advantage is that this business can be run from home as no premises are required.

## What are the trading hours?

As and when required!

## What are the main assets of the business?

Volkswagen Caddy motor vehicle  
Cleaning equipment  
Cell phone/sim card  
A batch of homes that have generated the indicated turnover and profit.

## Strengths?

Known for their quality of service and commitment by the home owners whom they represent.  
Ensure that all guests are correctly met on arrival and that deposit refunds etc are paid back swiftly, and that the Home Owner is kept fully informed of the customers experience.

## Weaknesses?

Hard work, can be required to meet and install many visitors on the same day, and somebody to be present at time of departure.  
(The business will thrive on a high energy and meticulous Owner)

## Opportunities?

The current Owner prefers to work alone so has not fully exploited the potential of the business. A well structured team, especially a couple can increase their accommodation base significantly, and thereby increase the profitability without significant incremental expenses. If a husband and wife team, then a manager may not be required as is the current situation.  
The current Owner is regularly offered more homes to rent out which will ensure growth for a well managed business.

## Threats?

The only threat to the business is that an Owner will require somebody to be able to fill in if they are incapacitated at any time.

## What is the reason for the sale?

The Owner is young and has started and managed this business very successfully and with growth for a number of years.  
Although she will be retaining an on-line business that is not in this space, (but can benefit this business too) she feels that she would like to travel and explore new opportunities while still able to do so.