



BUSINESS REPORT

Date: **31st July 2025**

Business Reference: **37392**

About the Business:

Profitable Generalist Recruitment Agency for Sale

This generalist recruitment agency is based in Pretoria East and serves multiple industries. The business has a solid client base, active contracts, and strong online visibility. Operated by a team of recruiters who manage both placements and business development. Ideal turnkey opportunity with growth potential in both permanent and contract staffing markets.

Profitable Generalist Recruitment Agency for Sale



Sector: **Services**

Asking Price:

R **600,000**

Monthly Profit:

R **38,420**

Asset Value:

R **90,000**

Stock Value:

R **0**

Yearly Net Profit :

R **461,037**



Business Report

How long has the business been established?

Since 2017

How does the business operate on a daily basis?

The company is a generalist recruitment agency with a hands-on, client-focused approach. The team on the floor consists of three recruiters who manage the full recruitment cycle—sourcing and screening candidates, engaging with clients, and matching candidates to suitable roles. In addition to recruitment, the consultants are actively involved in business development, including cold calling and meeting daily performance targets. They support candidates with interview preparation and conduct debrief sessions after interviews to provide feedback and guidance. Daily operations include client engagement, database management, and maintaining a strong online presence to attract top talent.

How are the clients attracted to the business?

Clients and candidates are attracted through a combination of proactive business development, strong client relationships, and consistent online visibility. The recruiters actively reach out to potential clients via cold calling, networking, and referrals, building trust through professional and responsive service. Their reputation for delivering well-matched candidates across a range of industries helps generate word-of-mouth referrals and repeat business. Additionally, their presence on relevant platforms like LinkedIn, Facebook, and PNet enhances visibility and credibility, allowing them to connect with businesses actively seeking recruitment support.

What Advertising/Marketing is carried out?

They market their services primarily through digital channels and relationship-driven strategies. They maintain an active presence on LinkedIn, Facebook, and Instagram, where they share job openings, recruitment tips, and company updates. Job advertisements are also posted on platforms like PNet, Glassdoor, and their own website to attract a wide pool of candidates. Consistent branding and a professional website enhance their credibility, while email communication helps maintain contact with clients and candidates. Additionally, word-of-mouth referrals play a key role in attracting new clients, driven by strong service delivery and successful placements.

What competition exists?

Various other recruitment agencies.

How could the profitability of the business be improved?

To improve profitability, they can diversify revenue by expanding contract placements, offering value-added services, and securing retainer-based recruitment deals. Enhancing business development through refined cold calling, targeting niche markets, and leveraging referrals can also boost income. Marketing ROI can be strengthened through targeted ads and tracking conversion metrics. Lastly, building long-term client relationships and improving post-placement follow-ups can help increase repeat business and client retention.

What is the total staff complement?

3 x Recruiters.
1 x Cleaner.

How involved is the Owner in running the business?

On a daily basis.

When does the current lease end?

There is no formal lease in place as the agency owns the premises. They are very flexible and open to arranging a lease with the new owners if needed. Ultimately, they aim to sell the property too, so the new owner can decide whether to occupy it or relocate, as it's not a retail-dependent location.

What are the trading hours?

Monday to Thursday 7:00 - 16:00.
Friday 7:00 - 15:00.

What are the main assets of the business?

Litebeam 4-Way Multi Storage Workstation.
Yealink Telephone x6.
Headphones x5.
Google Chromecast 3rd Gen (OEM).
Hisense TV.
Lenovo Ideapad 3 Core i3 8GB 1TB HDD.
Lenovo S200Z AIO PC.
ASUS X509 i3 4GB 256GB SSD.
Asus X543UA Core i5 8GB 1TB HDD.
Asus X543 AMD A9 8GB 256GB SSD.
Asus Laptop X543MA Celeron 4GB 1TB.
iPhone 6 Plus (2014 Model).
iPhone 5s (2013 Model).
iPhone XS Max (2018 Model).
JBL Go 3 Portable Bluetooth Speaker.
Jane High Back Chair (x7).
Solid Oak Desk with Stationary Cupboard.
Quattro Grand Desk with Rolled Door Pedenza.
Credenza x2.
Meeting Chairs x2.

Strengths?

Strong Industry Knowledge: The consultants have a deep understanding of the recruitment industry, enabling effective client and candidate placements.
Established Reputation: The company enjoys a strong name in the market, largely driven by client referrals and positive experiences.
Effective Engagement Platforms: The company utilises strong digital and personal platforms to engage both candidates and clients, optimising communication and outreach.
Strong Company Culture: The company has built a positive, employee-focused work culture, underpinned by initiatives like employee wellbeing programs and the introduction of a day care for staff.

Weaknesses?

Limited Sales & Marketing Expertise: There is a shortage of employees specialising in service sales and marketing, limiting the company's ability to grow its brand and expand its reach.
Underdeveloped Marketing Strategy: The company has room to enhance its marketing efforts to increase visibility and attract more clients and candidates.

Opportunities?

Expanded Marketing Strategy: There is potential to increase marketing efforts and expand brand visibility across a broader reach in South Africa, driving both candidate and client engagement.
Skills Development: Investing in the development of recruitment and sales staff could lead to higher productivity.
Diversifying Services: By broadening the range of services offered, such as tailored recruitment solutions or consulting services, the company could differentiate itself further in the market.

Threats?

Employee Turnover: High employee turnover can disrupt continuity, affect client relationships, and reduce overall productivity.

Unstable Economy: Economic fluctuations can negatively impact hiring demand, reducing opportunities for growth in recruitment services.

What is the reason for the sale?

The owner is immigrating.