



BUSINESS REPORT

Date: **11th August 2025**

Business Reference: **37576**

About the Business:

Established Online Caravan Marketplace Opportunity

An established online platform specialising in the buying and selling of caravans across South Africa. This business connects private sellers, dealerships, and caravan buyers through a trusted digital marketplace. With a growing national footprint, strong brand awareness, and consistent web traffic, the platform is well-positioned for expansion into complementary sectors such as motorhomes, camping gear, and

Established Online Caravan Marketplace Opportunity



Sector: **Services**

Asking Price:

R 495,000

Monthly Profit:

R 15,739

Asset Value:

R 50,000

Stock Value:

R 0

Yearly Net Profit :

R 188,865



Business Report

Fully describe the business's activities?

This business operates as a niche online marketplace dedicated to connecting private caravan sellers with interested buyers across South Africa. Sellers can list their caravans on the website at no cost, making it an attractive platform for individuals looking to sell without upfront fees or dealership commissions.

Once a listing is live, the platform manages visibility, responds to buyer enquiries, and facilitates introductions between buyers and sellers. The viewing and negotiation process is handled directly by the parties involved.

The business earns revenue through a 3% referral commission, payable only if the caravan is sold as a result of the platform's introduction — offering a low-risk, success-based model for sellers.

In addition to listings and buyer-seller connections, the business also occasionally facilitates caravan financing through external finance partners, helping buyers secure the necessary funding and enhancing the likelihood of successful sales.

Core activities include listing management, enquiry handling, client support, finance referral coordination, and commission invoicing. The business relies on a well-optimised website, strong SEO, and digital marketing to generate consistent traffic and quality leads.

How does the business operate on a daily basis?

The business operates as an online platform where individuals can list their caravans for sale at no cost. Listings are submitted via the website and reviewed for quality and completeness before going live. On a typical day, the team processes new listings, updates existing ones, and manages buyer enquiries.

When a potential buyer expresses interest in a listed caravan, the business facilitates the connection between buyer and seller by arranging a viewing. The platform does not hold stock or handle transactions directly.

Once the caravan is sold through this introduction, the business earns a 3% referral commission from the seller. The model is lean, efficient, and highly scalable, with low overheads and a clear value proposition for both parties.

What Advertising/Marketing is carried out?

The business maintains a lean but effective advertising strategy, spending between R2,000 and R3,000 per month on a mix of social media advertising and search engine marketing. These campaigns are strategically targeted to reach individuals actively looking to buy or sell caravans, ensuring high-quality traffic to the website.

Platforms such as Facebook and Instagram are used to promote new listings and build brand awareness, while Google Ads helps capture search-driven buyer intent. This focused digital approach has proven to be cost-effective, driving consistent engagement and enquiry volumes without the need for high overheads.

In addition to paid marketing, the business benefits from strong SEO, allowing it to appear prominently in organic search results, further boosting visibility at no additional cost.

What competition exists?

The primary competition comes from traditional caravan dealerships, which often operate with higher overheads and mark-up prices. In contrast, this platform offers a cost-effective, peer-to-peer model that allows sellers to list their caravans without incurring upfront costs or commissions typically charged by dealers.

Because the platform facilitates direct connections between private buyers and sellers, the caravans listed often sell for significantly lower prices than those found at dealerships — offering better value for buyers and quicker sales for sellers.

This low-overhead, success-based model makes the platform a highly attractive alternative to the conventional dealership route, particularly for budget-conscious buyers and motivated private sellers.

How could the profitability of the business be improved?

Profitability could be significantly improved by expanding the business model to include the buying and reselling of caravans. By acquiring well-priced stock and reselling at a margin, the business could generate additional revenue beyond referral commissions.

This hybrid model would allow the platform to maintain its core service while capturing further value from high-demand listings. Stock turnover could be managed efficiently through the existing buyer network and online presence.

Other opportunities for growth include offering paid premium listings, value-added services (such as roadworthy facilitation or advertising boosts), and strengthening finance partnerships for referral income.

How involved is the Owner in running the business?

100%

When does the current lease end?

Work from home

What are the main assets of the business?

The business's key assets include a fully responsive, mobile-optimised WordPress website designed to deliver a seamless user experience across devices. Integral to its operations are:

- Online application forms for listings and financing, streamlining client onboarding
- WhatsApp Business integration for quick and effective lead responses
- Desktop-only ChatGPT integration to provide automated support and generate leads
- A SafePay-style escrow system that safeguards both buyers and sellers during transactions
- A coded finance calculator that assists buyers with affordability assessments
- Custom dealer sign-up and client onboarding systems that simplify partner management
- SEO-optimised listings combined with a tailored lead flow to maximise enquiry conversion
- Legal document generation and contract handling tools to ensure compliance and professionalism
- A fully integrated sales funnel managing the process from listing through to final delivery

These digital and process-driven assets provide a scalable and secure platform that differentiates the business in the competitive online marketplace.

Strengths?

- Highly optimised, mobile-friendly online platform with integrated tools
- Low overhead model with no inventory holding
- Established brand presence with strong SEO performance
- Automated lead generation and client support via AI and WhatsApp integration
- Secure transaction process through escrow system
- Diverse revenue streams including referral commissions and finance facilitation

Weaknesses?

- Dependence on third-party sellers for listings, limiting inventory control
- Limited direct control over final sales and buyer experience
- Seasonal fluctuations affecting listing and sales volume

Opportunities?

- Expansion into buying and reselling caravans to increase revenue
- Introduction of premium paid listings and value-added services
- Growing market for caravans and outdoor leisure activities in South Africa
- Enhanced digital marketing and partnerships to drive increased traffic

Threats?

- Competition from traditional dealerships and other online marketplaces
- Economic downturns impacting discretionary spending on caravans
- Technology disruptions requiring ongoing investment

What is the reason for the sale?

The owner has a new opportunity to enter the international product export market and requires the proceeds from the sale of this business to fund this exciting new venture.