

business
for sale

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: **2nd January 2026**

Business Reference: **BFS00202**

About the Business:

SecondIncomes.co.za

A directory for affordable second incomes.



Sector: Sales & Services

Asking Price:

R 95,000

Monthly Profit:

R 0

Asset Value:

R 0

Stock Value:

R 0

Yearly Net Profit :

R 0



Business Report

Fully describe the business's activities?

Subject: Overview – Second Income Business Opportunity

The Market

In today's unpredictable financial climate, many South Africans are actively seeking reliable additional income streams. As I move into retirement and conclude several long-term projects, I am offering a rare opportunity to take over my final venture — a directory that connects people with genuine, affordable second-income opportunities.

This business is ideally suited to individuals nearing retirement, stay-at-home professionals, or anyone looking for a meaningful and profitable home-based enterprise.

For a once-off investment of **R95,000**, you will take over full operation of the business and receive **80% of all profits**.

While earnings may take up to three months to begin, projected monthly income is **R50,000–R60,000 in the first year**, with the potential to **double in the second year**, making this a compelling long-term investment.

Getting Started

Based on experience, there is **one proven way** to launch this business successfully:

- **Social media advertising** to attract businesses. There is a huge demand. This approach is both effective and enjoyable. Promotion works particularly well in Facebook groups focused on business opportunities, job seekers, and home-based work. Platforms such as Facebook, Instagram, and TikTok are filled with businesses actively seeking visibility.

- **Direct outreach** (Optional) to businesses for sale or offering income opportunities. You simply explain what we are building and offer **3-6 months of free advertising** while the platform gains traction. Giving value first is far easier than selling — and it's the best way to build strong client relationships.

To ensure a smooth and successful launch, I will personally **finance and manage the first three months of advertising at R4,000 per month**, including professional graphic design.

In addition, As an opening incentive, I will pay you **R20,000 when the first 20 advertisements are in place..**

I will also cover the first three months of professional support from:

- A skilled graphic designer (**R500/month**)
- An experienced webmaster (**R500/month**)

Your Role

Your primary responsibility will be to:

- Respond to enquiries via phone and email
- Guide advertisers through the onboarding process
- (Optional) Proactively contact businesses and offer free advertising during the initial phase

A warm, helpful communication style is key. As the directory fills up, its value becomes increasingly obvious — and businesses will naturally move from free listings to paid placements.

In the early stages, there will be **more free listings than sales**, which is normal and strategic. Once the site begins to fill, sales become easier and more consistent.

Timeframe to Build Momentum

For perspective:

If you add just **2–3 listings per day** for the first **20 working days**, you will have **40–60 opportunities listed** — more than enough to establish credibility and momentum.

Income Streams & Growth Potential

- Primary income from paid advertising
- Future opportunities to charge for newsletter placements, featured listings, and event promotions
- Freedom to expand into additional revenue streams as you see fit

You will have a **free hand** to grow the business.

The Offer

With over **45 years of experience** creating successful business ventures — including directories — I understand how to position this opportunity effectively. Traditional business brokers charge high fees and commissions; this model offers significantly **greater value with far lower overheads**.

As more South Africans look for legitimate side-income opportunities, this directory provides a simple, trusted, and user-friendly solution.

The base website, **SecondIncomes.co.za**, is already live and getting more than 5 000 visitors pm (Confirming the demand). Once the right person is on board, we will finalize the design, content, and promotional videos — **fully customized to you at no additional cost**.

Additional pages may be added in the future, such as:

- Business support services (printers, designers, accountants, packaging suppliers, etc.)

I currently use this platform very successfully to advertise my own opportunities. As part of our agreement, I will continue to do so at **no cost**.

If this sounds like the opportunity you've been waiting for, feel free to contact me directly:

How long has the business been established?

New

What is the reason for the sale?

Owner retiring and need someone to continue the project