

Buy a Business and Make The Tree Change

By Michael Kerr

To realise that dream of the sea-change / tree-change there are a lot of things to consider.

There's the whole leaving what you know and settling into a new community thing - for some there is the changing schools thing - for most there is the real estate thing - and then there is the whole "how am I going to make a living" thing.

For many the "making a living" thing often determines whether you make the decision to go or not. Obviously you can try to find a great job, but finding a job in your dream location may be difficult. The same opportunities that exist in major metro areas just aren't available in the regions.

Question is, are you going to let the lack of job opportunities get in the way of moving onto your desired lifestyle in a dream location? If you're committed to a move, there is another way. Buy a business and buy a job. And to be very clear I encourage you to actively consider buying a job, as long as you are aware that that is what you are doing.

Conventional wisdom encourages buying businesses that "run under management" and discourages buying jobs, but the prospects of finding a value for money business that 'runs under management' are remote. If they do exist most owners will be reluctant to sell. Makes sense doesn't it? Why would you sell an 'under management' business if you owned one? So to make the dream a reality it's back to finding a job or buying a job.

But where do you turn to find the right business to buy? There are some businesses for sale websites that you can scour - Google searches will find 10 or 15 of them. You can search by category, by size and other criteria, but soon you will probably conclude what I have - it's



a hard way to find the right business. Fundamentally these directories only represent a small fraction of the businesses that might actually be available to purchase. In other words there are many more businesses that aren't formally for sale BUT might consider selling if you directly approach them.

Over many years I have contacted hundreds and hundreds of business owners, on behalf of genuine buyers, to see if they would entertain selling. Generally I found the same outcome - from ten calls one would be for sale, one would definitely not be for sale and the other eight? - Well, they would all be open to a discussion. Having eight potential acquisitions is a good base to work with, but it is also a recipe for disaster if not managed well. Having so many opportunities can waste a lot of time, energy and money.

So what are the secrets to finding that near-perfect business (the perfect one is rare!) that will be the underpinnings of