business
for sale

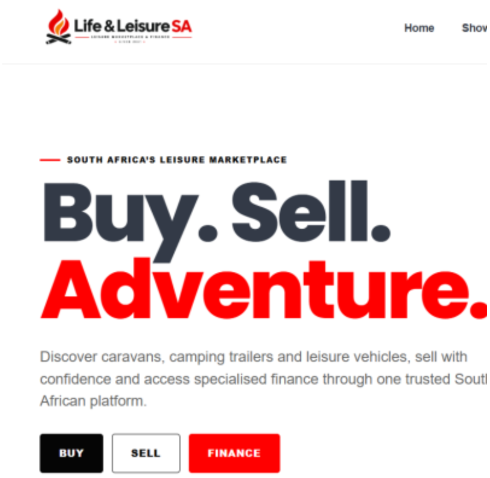
Date: **8th September 2026**
Business Reference:**BFS00420**

About the Business:

Established Online Caravan & Leisure Marketplace for Sale

Established South African online caravan and leisure-vehicle marketplace with a recently redesigned website, specialist listings, finance functionality, seller support and transaction services. The business operates nationwide with low overheads, no employees, no dedicated premises and no compulsory stockholding under the current model.

Established Online Caravan & Leisure Marketplace for Sale



Sector: **Sales & Services**

Asking Price:

R **695,000**

Monthly Profit:

R **32,000**

Asset Value:

R 0

Stock Value:

R 0

Yearly Net Profit :

R 384,000

Business Report

Fully describe the business's activities?

Life & Leisure SA is an established South African online caravan and leisure-vehicle marketplace operating nationwide. The business connects private sellers, buyers, dealers, manufacturers and finance providers through a specialist digital platform.

Its core activities include advertising and marketing caravans, camping trailers and selected leisure vehicles; generating and managing buyer enquiries; assisting private sellers with professional listings; facilitating finance applications; supporting private-to-private transactions; and coordinating additional services such as inspections, delivery and export assistance where required.

The business operates on a low-overhead model with no employees, no dedicated premises and no compulsory stockholding under the current operating structure. Revenue is generated through successful sales commissions, finance-related income and selected commercial/referral relationships.

The website has recently undergone a substantial redesign and now includes a modern online showroom, improved seller-listing process, dedicated finance functionality, a multi-step online finance application, dealer-specific referral tracking and supporting transaction-service pages.

The sale includes the Life & Leisure SA brand, website, domain, relevant social-media assets, operating systems, relevant databases, selected dealer/manufacturer/supplier relationships, applicable finance relationships, training documentation and a structured one-month owner handover.

Life & Leisure Club and Finance Online SA are separate businesses and are not included in the sale.

How long has the business been established?

Life & Leisure SA was established in February 2021 and has therefore been operating for more than five years. Over this period the business has developed an established online presence, industry relationships, operational systems and experience in the South African caravan and leisure-vehicle market.

Is the business VAT Registered?

no

How many employees?

0

Give a breakdown of staff/ functions?

0

How involved is the Owner in running the business?

The owner is currently involved on a part-time basis, averaging approximately 20 hours per week. The main responsibilities include reviewing and publishing listings, responding to buyer and seller enquiries, following up on finance applications, managing active transactions, maintaining key dealer and supplier relationships, and overseeing the website and marketing activity.

The business has no employees and no dedicated premises, so the operating structure is relatively lean. A purchaser could continue with a similar owner-operated model or delegate parts of the administration, marketing and enquiry handling as the business grows.

When does the current lease end?

NA

Is there an option of renewal & what period?

NA

What is the annual escalation %?

NA

What is the square meters of the business?

NA

Is a copy of the lease available?

NA

Do you require a licence?

NO

What lease deposit and/or other surety is required?

NA

What are the main assets of the business?

The main assets of the business include:

- Established Life & Leisure SA brand and goodwill
- Domain name and fully developed website
- Recently redesigned digital marketplace and online showroom
- WordPress, Elementor and HivePress-based operating platform
- Custom finance and seller-listing systems
- Relevant customer and enquiry databases, subject to POPIA requirements
- Social-media accounts and digital marketing assets
- Dealer, manufacturer, supplier and service-provider relationships
- Relevant finance referral relationships
- Dealer-specific finance referral system
- Operating procedures, training material and handover documentation
- Industry knowledge and established business processes
- Existing website content, listings infrastructure and marketing material

The business does not rely on physical premises, employees or compulsory stockholding, so its value is primarily in its **brand, digital infrastructure, systems, goodwill and commercial relationships**.

What is the reason for the sale?

The owner is selling Life & Leisure SA to reallocate time and capital to other business ventures. The sale is strategic and is not due to financial distress or closure. The business remains operational and is being sold as a going concern.

Why is this a good business?

Life & Leisure SA is an established, low-overhead online business with a proven operating history, recognised presence in the caravan and leisure-vehicle market, and multiple income opportunities.

The business benefits from a recently redesigned digital platform, established industry relationships, finance functionality, seller and buyer lead generation systems, and a nationwide operating model that does not require employees, dedicated premises or compulsory stockholding.

It can continue operating in its current owner-managed format, while also offering clear expansion opportunities through increased finance penetration, more dealer partnerships, direct caravan trading, spares and accessories, golf-cart sales and related leisure services.

The combination of low fixed costs, established systems, industry relationships, digital infrastructure and a structured handover makes it a relatively straightforward business for a new owner to take over and develop further.