



BUSINESS REPORT

Date: **8th October 2026**

Business Reference: **38491**

About the Business:

Established Home Lift Business: Installations, Servicing and Recurring Compliance Income

A well-established Home lift business supplying, installing and maintaining home elevators. Confirmed order book of R1.63m across nine installations Lean overheads of roughly R60 000 to R70 000 per month Lift maintenance is required by regulation, supporting recurring service income Compliance certificates are renewed every 24 months, adding repeat revenue Owners are retiring, with handover and training

Established Home Lift Business: Installations, Servicing and Recurring Compliance Income



Sector: **Services**

Asking Price:

R 4,350,000

Monthly Profit:

R 161,145

Asset Value:

R 1,000,000

Stock Value:

R 0

Yearly Net Profit :

R 1,933,741



Business Report

Fully describe the business's activities?

Specialises in the custom supply, installation, service, breakdown and modification of residential lifts for new and existing multi-level homes.

It serves as a high-yield home improvement investment to significantly increase property value or as a proactive future-proof solution for the owner's later years. It partners with private homeowners, architects, and builders to deliver bespoke mobility solutions that secure long-term independence.

Every project is fully supported by dedicated after-sales service.

How does the business operate on a daily basis?

The business runs lean, with low overheads and a small installation team.

- Enquiries arrive via the website, referrals and building professionals
- Site assessments are done and customised quotations issued
- Lifts are ordered from suppliers per confirmed order, so no stock is held
- The team travels to site and installs
- An independent inspector certifies each completed installation and issues the CoC
- Servicing, maintenance and after-sales call-outs are scheduled between installations
- Administration covers invoicing, supplier payments and order book management day to day operation: booking accommodation, follow up of clients.

What Advertising/Marketing is carried out?

None

What competition exists?

The residential lift market is a specialist niche with a limited number of established players.

- Larger international lift companies serve most prominently the residential, commercial and industrial sectors, with home lifts being only a small part of their focus
- Distributors of imported European home lift brands compete at the premium end
- A few regional specialists manufacture, install and maintain custom-built lifts
- Low-cost imported lifts from Chinese manufacturers compete on price

How could the profitability of the business be improved?

The current owners have not pursued several opportunities, leaving clear upside for a new owner.

- Introducing monthly service contracts across the installed base, supported by regulation, creating recurring income
- Earn a margin on the compliance certificate renewals required every 24 months
- Add stair lifts to the product range, serving the same client base
- Add building work for modification projects: construction of the shaft, going through slabs..., the present owner out source and the builder deals directly with the client.
- Invest in digital marketing, as there is currently no advertising spend and branding vehicles
- Build up relationships with architects, builders and developments
- Wrapping the vehicles will increase brand awareness as they drive around the estates, providing regular visibility and exposure to potential customers.

Give a breakdown of staff/ functions/ length of service?

The business operates with a small, lean team of four.

- Technician: handles lift installations, servicing and maintenance
- Assistant technician: supports the technician on site
- Manager/owner: oversees operations and client liaison
- Administrator/PA/owner: handles quotations, ordering, marketing, travel and accommodation bookings and general administration

Do any have management potential?

The two technicians have the potential to take on site management responsibilities, but not to run the company.

How involved is the Owner in running the business?

The owner is involved full-time, working normal business hours of about 40 hours a week.

Fulfils the manager role, overseeing operations and client liaison
Coordinates the installation schedule and the technical team
Manages supplier relationships and the order book
Assists with some technical work on site when required
Technicians handle most of the installation and servicing work
Administration and quotations are handled by the PA

The role is mainly managerial, so the business would suit a buyer with general business or project management experience, with technical aptitude being an advantage.

When does the current lease end?

No premises

What are the trading hours?

Normal Business hours

What are the main assets of the business?

None

Strengths?

No credit risk: 60% deposit, balance before certification
Low overheads and a lean team
Forward order book and excellent client reviews

Weaknesses?

Reliance on the owner and a small technical team
Uneven monthly income
No active marketing

Opportunities?

Monthly service contracts on the installed base and on going installations
Margin on 24-month certificate renewals
Adding stair lifts and construction work
Ageing population and growth in retirement living
Multitude of developments nationwide

Threats?

Low-cost imported lifts and larger national competitors

What is the reason for the sale?

The owner is 65 and wishes to retire.

The sale is not driven by business performance, as the business remains profitable with a forward order book
The owner has chosen not to pursue further growth at this stage of life, leaving opportunities for a new owner
The owner is willing to provide a 2-3 month handover and training period to ensure a smooth transition