

business
for sale



Date: **16th April 2026**

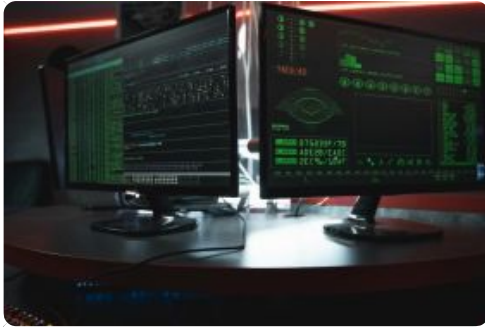
Business Reference: **37554**

About the Business:

Step Into a Manager-Led Security Business with Proven Profitability

Acquire a turnkey operation with a solid client base, strong systems, and recurring income — a rare opportunity to own a profitable, future-focused security company in a booming market.

Step Into a Manager-Led Security Business with Proven Profitability



Sector: **Services**

Asking Price:

R 7,250,000

Monthly Profit:

R 256,502

Asset Value:

R 366,631

Stock Value:

R 0

Yearly Net Profit :

R 3,078,024



Business Report

Fully describe the business's activities?

This is an AI-driven security solutions business, specialising in automated access control and perimeter protection without the need for human guards. Leveraging advanced artificial intelligence, the business delivers real-time monitoring, threat detection, and automated response, offering clients cost-efficient and reliable security solutions.

Key highlights:

- ! Fully guard-free operation, replacing traditional security personnel with intelligent systems.
- ! Provides installation, remote monitoring, and maintenance of AI-powered security products.
- ! Serves industrial, commercial and upmarket residential clients with bespoke solutions.
- ! Proprietary or licensed AI technology enables scalable, low-cost operations with recurring revenue potential.
- ! Highly skilled technical team ensures smooth deployment and system optimisation.

The business is well-positioned in the growing AI security sector, with a reputation for innovation and operational excellence.

Investment opportunity

- Turnkey operation including all systems, software, and hardware.
- Experienced team retained to support transition and ongoing growth.
- Positioned to capitalise on the rapid shift from traditional guards to AI solutions.
- Strong growth potential in a technology-driven, high-demand market.

Ideal for entrepreneurs or investors seeking a future-focused, profitable security business in the AI space.

How does the business operate on a daily basis?

The business is fully managed by the General Manager, who oversees technical, administrative, and marketing workflows, ensuring smooth day-to-day operations. The owner is involved solely in sales activities and can easily be replaced by a qualified sales representative.

A dedicated sales person was appointed a few months ago to replace the current owner after a 4–6 month handover period once the business has been taken over by a new owner.

Key operational features:

- 24/7 AI-powered monitoring facility, with trained controllers on a 12-hour rotation, providing uninterrupted surveillance and client support.
- Sales leads are generated through a mix of paid campaigns and strong organic search engine visibility. A sales coordinator ensures leads are contacted promptly, typically within 24 hours.
- Sales representatives, conduct site assessments, generate tailored quotations, and achieve a high close rate.
- Upon client acceptance, the account administrator manages invoicing (usually requiring a 70% deposit) and facilitates the signing of monitoring agreements.
- Projects are scheduled, installed by trained technicians, and handed over with IT-led system integration. Remaining balances are collected upon completion.

This structured, manager-led operation ensures high standards of client service, system reliability, and operational efficiency while allowing the owner time flexibility.

What Advertising/Marketing is carried out?

- Significant monthly spend on Google Ads, generating consistent high-quality leads
- Branded sign boards installed across key locations, increasing physical visibility

What competition exists?

The electronic security sector is competitive, with low-cost installers, mid-tier providers, and a few high-end specialists. Most focus on volume-driven, standard installations without ongoing support.

This business stands out through premium, customised solutions and a fully integrated service model — from consulting and installation to IT-led commissioning, SLAs, and 24/7 monitoring. Its established client base, including major national brands, provides a strong barrier to entry.

The market is growing, particularly in industrial and upmarket residential segments, offering opportunities despite competition.

How could the profitability of the business be improved?

Implement a targeted strategy focusing on the existing and previous client base (approx. 2,400), upselling monthly monitoring SLAs to increase recurring revenue.

What is the total staff complement?

19

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

- General Manager - Overall management - 14 years service
- Branch Administrator – Handles invoicing, bookings, and administration; 4 years' service
- Technical Manager – Manages technicians and technical projects; 7 years with the company
- Technicians – 8 skilled staff responsible for installations and maintenance with Senior IT Technician.
- Control Room Operators – 8 operators managing 24/7 off-site monitoring shifts

Do any have management potential?

GM and Branch administrator

How involved is the Owner in running the business?

The business is fully operated by the General Manager, who oversees all technical, administrative, and marketing activities, ensuring smooth day-to-day operations. The owner has withdrawn from daily management and now participates only as a sales representative, providing input on strategy or key decisions when required.

This structure ensures the business is fully transferable and can continue operating efficiently without reliance on the owner.

When does the current lease end?

Ending 1 January 2027

What are the trading hours?

24/7 Monitoring staff only
07:00 - 17:00 Normal business activities

What are the main assets of the business?

The primary assets include five vehicles and advanced AI-driven security monitoring systems, which form the backbone of the business's operations. These assets enable full service delivery, from installation and maintenance to 24/7 monitoring, and are integral to the company's value proposition.

Strengths?

- Fully manager-driven operations, allowing the business to run efficiently without owner involvement.
- AI-powered security solutions with recurring monitoring revenue provide strong operational stability.
- Established client base, including high-profile commercial and residential clients.
- Well-structured processes from sales to installation and support ensure reliability.

Weaknesses?

- Revenue is still partially project-based (80%), so ongoing client acquisition remains important.

Opportunities?

- Growing demand in the security industry, particularly AI-driven solutions for industrial and upmarket residential markets.
- Potential to upsell monitoring SLAs to the existing and previous client base (approx. 2,400 clients).
- Expansion of marketing and strategic partnerships to capture additional market share.

Threats?

- Competition from low-cost security providers offering basic installations
- Regulatory changes impacting operational or monitoring requirements

What is the reason for the sale?

The owner is pursuing a lifestyle change after 25 years in the security industry and is willing to remain on for a 4–6 month handover period to ensure a smooth and successful transition for the new owner.