

business
for sale



Date: **17th June 2026**

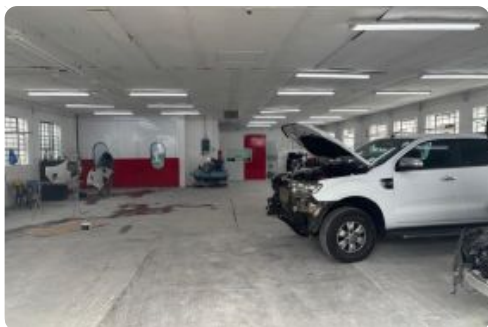
Business Reference: **38181**

About the Business:

Profitable Panel Beating Business for Sale in Cape Town | 23-Year Track Record

Established Cape Town panel beating and spray painting business for sale with a 23-year operating history, strong 4.8-star market reputation, cash-generative model, loyal repeat customer base, dedicated spray booth, and clear upside through insurance panel registration, extended hours, and additional service channels.

Profitable Panel Beating Business for Sale in Cape Town | 23-Year Track Record



Sector: **Services**

Asking Price:

R 3,500,000

Monthly Profit:

R 229,354

Asset Value:

R 2,233,100

Stock Value:

R 0

Yearly Net Profit :

R 2,752,244



Business Report

Fully describe the business's activities?

We are a panel beating and spray painting business. We fix dents, scratches and accident damages — including full respray, rust repair, water leak detection, plastic bumper repair and colour changes. We work on all makes and models and service both private cash customers and select corporate accounts.

How long has the business been established?

Since 2003 — over 23 years of continuous operation. The business was founded and built by Lance and Serena Hosking, who grew it into an established, reputable workshop before transitioning it to the next generation. This longevity is a direct reflection of the quality of work and the strong customer loyalty built over two decades.

How long has the owner had the business?

Transferred to current operators in 2022; founded by the Hosking family. The current operator (Nkululeko) has run the business since 2022, with Jarrit Hosking (biological son of the founders) providing part-time support. The business has remained within the same family ecosystem throughout its history.

How does the business operate on a daily basis?

The business runs a clean, cash-first model. Vehicles are booked in weekly for repairs with a turnaround of 2–3 working days. Payment is collected on handover — there is no debtors' book, no insurance approval cycle and no payment lag. This makes cash flow highly predictable. On the admin side, parts are ordered as needed with a deposit collected upfront from the customer where required.

How are the clients attracted to the business?

How are the clients attracted to the business? The business's primary marketing asset is its 4.8-star Google rating — one of the highest among panel shops in the Wingfield area. New customers arrive organically, pre-sold by peer reviews, and existing customers return due to consistent quality and after-sales support (mistakes corrected where necessary). Additional channels include flyer distribution, online advertising, competitive pricing and the use of quality aftermarket parts that keep costs manageable for cash customers. The result is strong customer retention and consistent new-customer inflow through recommendation.

What Advertising/Marketing is carried out?

What Advertising / Marketing is carried out? Flyer dropping, Facebook advertising, Google advertising, print advertising in Vox (formerly Independent Newspapers) and Novus Media. The Google Business profile — with its 4.8-star rating and volume of reviews — functions as a 24/7 lead generation tool at no ongoing cost.

Does the business have any contract work?

No formal contract work, but several companies supply consistent repeat business. The most prominent is drive.co.za. Other regular contributors include Drips Plumbing, Sunshineco and Get Wine. These accounts provide reliable volume without marketing spend and represent a foundation that can be formalised into contracted agreements by an incoming owner.

What competition exists?

Two workshops operate in the immediate vicinity. Directly opposite is a Wingfield workshop that repairs its own fleet vehicles and also accepts cash and insurance jobs — the operators view this as complementary rather than adversarial, as insurance customers typically require multiple quotes. Adjacent is a smash/write-off specialist with its own closed supply chain that does not target retail cash customers. Neither competitor directly competes for the segment — predominantly retail cash customers — that drives over 95% of this business's revenue. The 4.8-star Google rating provides a meaningful competitive moat in a market where trust and word-of-mouth dominate.

How could the profitability of the business be improved?

Marketing is something that we have done over the years and it has done really well for us.

That said I created Aurora that automates the quoting ecosystem, so even a person who cannot quote can use Aurora to give a customer a quote.

Sure Drive with the Sure Bucks system. People buy Sure Bucks to pay for their repairs and you can also have them on a month to month subscription. This means you have money sitting in PayFast and as work gets done you transfer that money to your business account.

The Sure Drive system is perfect as you do not need an FSP for this as the person is buying an electronic token of sorts, where the payment is. The repair work is paid for with Sure Bucks through the dashboard provided customer side and seen on the admin dash where you can follow the repair process, payments etc.

These two tech stacks bring great value to IPS as well as a full brand kit and operations manual meaning that the business is basically franchise ready. I always felt that IPS should be a franchise - it is International Panel Shop after all.

What is the total staff complement?

5 employees. Manager handles all administration.

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

Give a breakdown of staff / functions / length of service? Isaac Chisara is the longest-serving technician, on staff since early 2020. The remaining four panel beaters joined in January 2026. The trade experiences natural staff movement between workshops; the previous team of four were trained to a level where they could run the business autonomously during owner absences — a strong indicator of the quality of the systems in place. When they chose to start their own business, the owners supported that decision. Isaac Chisara has demonstrated clear management potential and would be a key continuity asset for an incoming owner.

Do any have management potential?

Isaac Chisara, the most senior technician, has demonstrated management capability and has previously run operations during owner absences. He represents a strong candidate for a supervisory or operational manager role under new ownership.

How involved is the Owner in running the business?

Very involved on a daily basis. The current operator manages all administration and is present most days. However, the business has operated autonomously during owner absences, demonstrating that the systems and team are capable of functioning without constant owner oversight — reducing key-person risk for a buyer.

When does the current lease end?

30 June 2027

What are the trading hours?

Monday to Friday, 08:00 – 17:00

Location & premises benefit?

Location & premises benefit? The workshop is situated in Wingfield's established automotive services corridor, surrounded by complementary businesses including car wash, valet, mechanical repair and vehicle sales operations. This cluster drives organic foot traffic to the business. The Wingfield Estate management team is hands-on and actively supportive of tenants. The premises are equipped with a generator (fully load-shedding proof) and 24/7 on-site security.

What are the main assets of the business?

Full complement of panel beating tools and operational equipment, industrial compressor, dedicated spray booth, R 50,000 lease deposit, AI-powered quoting system, brand kit, business website, franchise operations manual.

The franchise operations manual is a particularly noteworthy asset — it provides a documented, step-by-step operational guide that is ready for immediate use and could support a multi-location rollout.

The Aurora that automates the quoting ecosystem, so even a person who cannot quote can use Aurora to give a customer a quote.

Sure Drive with the Sure Bucks system. People buy Sure Bucks to pay for their repairs and you can also have them on a month to month subscription. This means you have money sitting in PayFast and as work gets done you transfer that money to your business account. This is especially advantageous for clients that want to save up for repairs. The Sure Drive system is perfect as you do not need an FSP for this as the person is buying an electronic token of sorts, where the payment is. The repair work is paid for with Sure Bucks through the dashboard provided customer side and seen on the admin dash where you can follow the repair process, payments etc. Clients love it!

These two tech stacks bring great value to the business as well as a full brand kit and operations manual meaning that the business is basically franchise ready.

Strengths?

23-year operating history — proven resilience through multiple economic cycles and a global pandemic.

4.8/5 Google rating — one of the highest-rated panel shops in the Wingfield area;

a 24/7 lead generation asset.

95%+ cash customers: faster cash flow, no insurer payment delays, no bad debt exposure.

Dedicated spray booth — capital-intensive asset enabling higher-margin full respray work.

460 sqm premises in Wingfield's vehicle-services cluster (car wash, valet, mechanics, car sales) driving organic foot traffic.

Generator-equipped: fully load-shedding proof — zero revenue lost to power outages.

24/7 on-site security.

AI-powered quoting system already implemented.

Franchise operations manual in place — business is scalable immediately.

Strong bookkeeper on staff.

Corporate account pipeline: drive.co.za, Drips Plumbing, Sunshineco, Get Wine.

Supportive, hands-on Wingfield Estate landlord.

Right to Repair legislation (Competition Commission guidelines now in effect) strengthens independent workshops against dealership-aligned competitors.

Weaknesses?

Not registered for the vehicle bodies like RMI, Sambra etc. Limits insurance work significantly
Operating as a Sole Prop has limitations when wanting things like business loan as the banks want more PTYs
Not a long term sustainable way to have employees as subcontractors

Opportunities?

RMI/SAMBRA/MIBCO registration to unlock insurance panel work — the single highest-ROI action available to an incoming owner.

South Africa's automotive aftermarket projected to grow from USD 3.28B (2024) to USD 5.55B by 2033 (CAGR ~5.4%) — independent repairers are primary beneficiaries.

Right to Repair legislation opens independent shops to warranty-related work previously reserved for dealerships.

Credit-based repairs (Mobicred/RCS) — low implementation cost, already adopted by Cape Town competitors, captures customers who defer non-urgent work.

Vehicle collection/delivery service to attract higher-value jobs and justify premium pricing.

Franchise rollout using the existing operations manual.

Extended trading hours or Saturday operation to increase throughput from the same fixed footprint.

Seasonal marketing targeting the winter rust-repair surge.

Threats?

Potential MIBCO/labour compliance exposure if employment structure is not remediated post-acquisition. A note on this, we have had Labour department in the shop when they do their inspections and we have never had any trouble with them based on how we operate.

Skilled panel beaters are mobile — retention requires ongoing incentivization.

No workshop insurance — a gap that carries real financial risk and must be closed immediately.

Rand depreciation increases parts import costs.

Two nearby competitors (directly opposite and adjacent), though neither directly targets the retail cash segment. A note on this is that next door to us these guys typically get cars on the verge of write off that arrive on tow trucks and most people looking for quotes avoid their shop as it is very untidy. The shop across from us belongs to Wingfield motors that focuses heavily on repairing cars that go to the sales floor for Wingfield with doing the odd repairs outside of that.

Long-term EV adoption may reduce traditional bodywork frequency, though this is a distant-horizon risk with no near-term impact. A note on this one is that we have worked on EVs such as Lexus and never had a problem if you stick to the basics of autobody repair and do not get involved in electronics etc.

What is the reason for the sale?

The sale is driven entirely by personal life transitions — not by any business distress, performance issue or operational problem. The founding couple (Lance and Serena Hosking) are fully retired and relocating to Port Elizabeth. The current operator (Nkululeko) wishes to start afresh independently, outside of the family business context. Jarrit Hosking (biological son) is pursuing a career in information technology. The business continues to trade normally and profitably.