



For Sale

Location: **Adelaide**
Asking: **Expressions of Interest Closing 30th May 2025**
Type: **Services-Other**

Opportunity to Acquire a Leading Australian Digital Marketplace

This is a rare chance to own Australia's premier online platform connecting buyers and sellers of trucks, trailers, and specialised equipment nationwide.

Revenue (2025 Annualised): \$22.7M | FME: \$1.9M
Asking Price: Expressions of Interest (EOI) | Closes 30 May 2025

Established in 2014, this trusted marketplace has grown into a recognised leader with extensive reach across the country.

Key Highlights:

This business benefits from dual revenue streams, combining traditional classified listings with weekly online auctions. This diversified model drives strong user engagement and multiple income sources. Its recurring revenue structure is supported by subscriptions, transaction fees, pay-per-listing options, and advertising income. With minimal ongoing investment requirements, the capital-light operations deliver high margins. The platform also boasts a diverse customer base, including fleet operators, owner-operators, dealers, manufacturers, and leasing companies. Additionally, its self-reinforcing network effects mean that each new participant enhances the platform's overall value.

Strategic Advantages:

The platform is built on proprietary technology with customised auction capabilities. It has earned an established reputation for quality listings and secure transactions. Its specialised focus appeals to a targeted audience and demonstrates deep industry expertise. Strong relationships across the transportation sector bolster its market presence, while its scalable white-label architecture and multiple registered domain assets provide significant expansion opportunities.

Growth Opportunities:

There is substantial potential for geographic expansion into underserved regional markets and the development of premium services and value-added tools. Data monetisation through analytics and industry insights presents another lucrative avenue for growth. Enhancing the mobile experience will

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help capture shifting user behaviour, while integration opportunities with financing, insurance, and logistics services can drive additional value. The business can also expand into complementary equipment categories to further diversify its offerings.

This business delivers consistent cash flow, proven resilience, and scalable growth potential. It is available as a standalone acquisition or as part of a package with affiliated equipment financing businesses.

For a full Information Memorandum, copy and paste this link to complete the confidentiality agreement
- <https://form-morgan-business.web.app/form/0UcXJWjoYIF0dcBFwr96>

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