



Profitable 20-Year Visitor Management SaaS Business: Recurring Revenue, High Margins & Strong Growth Potential

VisitorRego is a long-established New Zealand technology company (founded 2004) providing intuitive cloud-based software and optional purpose-built hardware for visitor, contractor, and staff management. Serving SMEs to large organisations across NZ and Australia, it delivers fast sign-in/out, custom health & safety inductions, real-time SMS/email notifications, emergency mustering, analytics, pre-registration, and full WHS compliance (www.visitorrego.co.nz).

The business generates strong recurring SaaS revenue (71-80% of income) with high gross margins (83-89%) and operates a lean, efficient model from Auckland. Key opportunities include deeper ANZ penetration, product upsells, and international expansion via the new no-hardware MyMobiPass platform. Exceptional white-glove support drives high customer retention and referrals.

Business Resources

Small dedicated Auckland-based team manages in-house software development, customer support, sales, administration, and hardware assembly. Includes modern cloud-hosted platform, purpose-built hardware designs (Flex, Counter, Kiosk) and inventory, established supplier relationships, and fully documented systems/processes. Leased premises at Unit 3, 44 William Pickering Drive, Rosedale. Seller provides full training and transition support for seamless handover.

Website

<https://www.visitorrego.com>

Location: **Sydney**

Asking: **\$1,930,000**

Type: **Communications/Tech**

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