



For Sale

Location: **Melbourne**
Asking: **\$200,000 + SAV**
Type: **Agriculture/Hort/Aquatic**

Fitzroy Nursery Iconic CBD Nursery

A rare opportunity to acquire Fitzroy Nursery, one of Melbourne's most recognisable and well-established inner-city nursery businesses. Positioned in the vibrant Brunswick Street precinct, Fitzroy Nursery has been part of the Fitzroy community since 1983.

Renowned for its quality indoor and outdoor plants, rare and unusual plant varieties, compact outdoor design solutions, landscape design, plant hire, and expert horticultural advice.

The business has built a loyal customer base through a combination of knowledgeable service, curated plant offerings, and a distinctive retail experience that appeals to home gardeners, plant collectors, design-conscious buyers, landscape professionals, and trade customers alike. With a strong online presence and an established brand identity, Fitzroy Nursery offers an attractive opportunity for an owner-operator or strategic buyer seeking a business with both lifestyle appeal and genuine growth potential.

Founded and developed by Annie and Simon, Fitzroy Nursery has grown organically into a Melbourne institution while maintaining its independent character and creative edge. It operates across two premises directly opposite one another, creating a unique and highly visible retail footprint in one of Melbourne's most sought-after lifestyle precincts. The property also features iconic artistic gates by renowned artist Debra Halpern, further enhancing the nursery's street appeal and point of difference.

Key Selling Points

- Fitzroy Nursery has been trading since 1983 with a strong brand identity and loyal following.
- Two retail premises directly opposite one another, providing excellent exposure and customer convenience.
- Specialises in indoor plants, outdoor plants, rare and unusual plants, compact outdoor design, landscape design, and plant hire.
- Strong appeal to plant collectors, home gardeners, landscape professionals, and trade buyers.
- Attractive retail presentation with a distinctive inner-city offering.
- Strong online presence and opportunity to expand e-commerce and digital sales.
- Resilient sector with ongoing demand across home, office, garden, and landscaping markets.
- Artistic gates by Debra Halpern add to the business's unique creative identity.
- Clear upside for an owner-operator or strategic purchaser to improve operations, optimise costs, and unlock further growth.

Contact:

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Business Brokers Network
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Financial Snapshot

Current performance reflects solid financials, with clear opportunities to grow and expand the business further through operational efficiencies, product mix refinement, and enhanced marketing.

Dru