



For Sale

Location: **Hawkes Bay**
Asking: **Refer to Broker**
Type: **Services-Other**

Looking for expressions of interest - Can be operated from anywhere.

50+ Market and Promotion Business

This business deals in the 50+ sector with the 4 main pillars being Travel, Finance, Health and well-being.

A large database of subscribed customers who view this website on a regular basis due to the nature of the offering being presented by companies that are involved in the 50+ year-old market.

This is a growing market with boomers on the rise the sector will hit 850,000 in the not-too-distant future.

50+ audience insights

- * Family, friends and travel are key to happiness
- * Health and finances are most on their minds
- * Follow own pathways
- * Less brand loyal
- * Less frugal than most imagine
- * TV ads a turnoff
- * Quite digitally savvy
- * Working longer
- * Growth of senior entrepreneur

This business database offers the prudent purchaser a direct marketing source.

If your business is in the 50+ sector or you are wanting to boost into this market now is your chance. Over 170,000 current members at your fingertips!

To find out more, go to linkbusiness.co.nz/HC00334 and press the "Enquire Now" button to complete an online confidentiality agreement.

Gary Kaye, 021 222 1707, gary.kaye@linkbusiness.co.nz

**Some details of the business for sale are confidential and can only be disclosed upon contacting the broker and a completion of a Confidentiality Agreement.

#hawkesbay #buyabusiness #marketing #services #advertising

SEMINAR: HOW TO BUY A BUSINESS

Don't know where to start? Want to know what mistakes to avoid when buying a business?

Learn more everything you need to know at our Online

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