

HAVE YOU CHECKED YOUR PULSE LATELY?

Another financial year is coming to a close. Just, it seems, a little time from when it started. Certainly not twelve months! Couldn't be. But it is.

And as at that time arrives, along with the depths of winter, I'm sure you'll all take that time to reflect on the opportunities ahead. The big and eventual opportunity is that of selling, of moving on, maybe retiring, or sitting on the sidelines till the next opportunity comes along.

So to the 'Mum and Dad' operators that form the bulk of accommodation ownerships, I reckon the week after Queen's Birthday long weekend is a good time to make a plan. (It seems to be the hot political word this week. Scott Morrison hasn't presented a budget. We now have 'a plan'. Bit of worry. Does that mean we haven't had one before now?).

One plan may be to do nothing. That would make your competitors happy whether you're kicking goals, or struggling for occupancy. There should always be one more step to climb, and if there isn't maybe it's time to buy a funeral bond!

A good plan would be to take a good look at all the elements surrounding your business, your health, your lifestyle, and your family. (Notice that we haven't got close to the actual business yet, just your personal readiness to take it through another year.)

A medical check-up for him and her might be a good idea. A talk to adult kids would help. Imagine if they said there was an opportunity to work in London and it would be really good if you came along. It wouldn't be the first time. And it wouldn't be the first time a blemish on the skin from one too many Australian summers was caught in the nick of time.

So that's been done. In fact you're both in such good health you celebrate with a weekend away in your capital city, playing the role of new lovers once more. Something you almost forgot. You can't kill the romantic in me!

But now the business. How's its health?

Once again we go back to the various elements. A lease that's one year older, a painting requirement to be met, a bathroom or two getting beyond the used-by date, a landlord who might have to be challenged to look after his part, a driveway that needs an upgrade, a décor that fails even the 'retro' test, a forest of weeds at the back of the rooms tall enough to be seen from the bathroom window or a central courtyard that's become a dust bowl with a fountain in the middle that last worked when Adam played for Jerusalem.

That's my quick list. What you can add?

I remember a sign in my dentist's waiting room. It said: "You don't have to floss all your teeth. Only the ones you want to keep". Yeah, just a bit of well-placed motherhood.

But how about this.

You don't have to fix up everything, only the bits that will improve the sale of a room or.... the sale of a business. Or..... you don't want to read about in *Trip Advisor!*

Now this last bit is for men only, its Secret Men's Business. Remember that time too many years ago now, when you said to her, "I'm just going down to kick a few tyres around the car dealers".

If it wasn't the first time she was probably seat belted up in the car before you finished the last word. Funny how we men are not trusted on our own with a car salesman. But if it was the first time, what joyous irresponsibility!

Bear with me. I'm getting to the point!

There are generally two lines in a car yard, that to make life less complicated, are called the front line and the back line. There's significant difference between the two lines. The first one has the well-presented, well cleaned, nicely polished cars, probably carrying long registration, and popular models.

The back line has all those that don't fit the first category, and while for a fleeting moment they may have been in the front line, disinterest has moved them to the back, faster than a change of a league football coach.

Where would your motel, your caravan park, your management rights sit? Back line...or front line?

Cheers!

Reg Partington
Victoria

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