



Information memorandum

Onekawa, Napier
Bay City Motors & 2/33 Dunlop Road

Prepared by Bayleys
October 2023



Boundary lines are indicative only



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The opportunity

Bayleys is pleased to offer Bay City Motors and 2/33 Dunlop Road, Onekawa, Napier for sale by way of Tender (unless sold prior) closing on Thursday 16th November 2023.

Occasionally an opportunity presents itself that deserves full attention.

Industrial property in Onekawa rarely hits the market, especially in such a prime location, and offering a scale which will appeal to a multitude of uses.

Bay City Motors is a long-established mechanical workshop built off-of the back of hard work and customer service. A loyal customer base and thriving business is the result.

The business is located within a perfectly presented 200sqm 4-bay workshop. Pride in the business and building is evident and is now available for you to make your own.

For car enthusiasts, the opportunity to have a secure personal workshop must be inviting. Everything you want, and the space to create your very own haven.

Quite simply, the vendor is clear – let's get sold.

An affordable unit and successful business in one of Hawke's Bay's most desirable areas. Say no more.

Please do not hesitate to contact a member of the project team in regard to any aspect of the content included in this document or to arrange a viewing of the property.



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Executive summary

Perfect opportunity to purchase an established business with a loyal customer base and growth potential in addition to the ownership of a well-located property within Napier's most popular industrial precinct. An exceptional chance for individual, partnership, or family purchasers, perfectly synchronized to maximize the economic benefits stemming from the cyclone recovery

The property



Business details & Property address

Bay City Motors & 2/33 Dunlop Road,
Onekawa, Napier



Legal description & record of title

Workshop 2 Deposited Plan 25331 and ½
share of Lot 2 Deposited Plan 8553
(Leasehold)



Floor area

280.7sqm (approximately)



Land area

½ share of 1,149sqm



Zoning

Main Industrial



Total Gross Profit (FY2023)

\$246,507.60 + GST



Net Profit (EBPIDT)

\$166,717.54 + GST

The sale process



Method of sale

Tender (unless sold prior)



Closing

Thursday 16th November 2023

Key highlights

- Going concern established business with a loyal customer base
- An exceptionally well-located property asset in Napier's most sought-after industrial precinct
- The opportunity to grow the business in the short term

Investment highlights

- 01 Leasehold going concern**
Rare opportunity to purchase an established business along with the leasehold property asset
- 02 Large Customer Database**
Over many decades of trading Bay City Motors (1992) has accumulated a large customer database. Repeat customers like panel repair businesses provide a constant source of sales revenue.
- 03 Prime location**
Superbly located in the heart of tightly-held Onekawa, close to arterial routes
- 04 Accessibility**
Easy access to State highways, Napier Port, Hawke's Bay Airport and Napier CBD
- 05 Strong Reputation and Brand**
Bay City Motors (1992) is highly respected for providing a quality service. The business does not advertise. Word of mouth provides a constant stream of new customers.
- 06 Excellent scope for increasing sales**
Bay City Motors (1992) is an attractive business and has many appealing features, such as location, premises, excellent reputation and the infrastructure to handle increase sales. Great opportunity for an energetic and enthusiastic new owner.





Business overview

History

Neil Saywell purchased Bay City Motors from its previous owners in 1992. The business was located in different premises. In 1994 Neil and Tammy purchased the land and building at 2/33 Dunlop Road, Onekawa and relocated the business into its current workshop and offices.

Neil is a hands-on mechanic, which he thoroughly enjoys. Over the years Neil has been ably assisted by one or two mechanics. His long serving mechanic of 22 years retiring in September 2023. This has prompted Neil to make the decision to pass the business and building onto a new owner.

Customers and services

Over many decades Bay City Motors (1992) has accumulated a large customer base, many of whom are repeat customers. The customer mix includes individual vehicle owners, company vehicle fleets which represents around 25% of sales revenue and all the major panel repair workshops in Napier which equates to around 30% of sales revenue.

The panel repair workshops call on Bay City Motors (1992) expertise for vehicles that require suspension, brake and wheel alignment, setting up suspension and other mechanical repairs.

As Bay City Motors (1992) is qualified to work on diesel, petrol, LPG and CNG, this enables the workshop to service fleets of commercial vehicles such as Utes and light commercial and passenger vehicles. Forestry and Roding contractors servicing their fleet of Utes are notable customers.

Bay City Motors (1992) has a reputation for servicing trailers. This includes servicing of brakes, WOF, repairs and fabrications.

The workshop also carries out approximately 30-40 WOF inspections per month.

Bay City Motors (1992) stocks new tyres along with balancing, fitting and wheel alignment services.

Services include the sale of new batteries.

Bay City Motors (1992) reputation as top mechanics means the business has built up a following amongst car enthusiasts as the go-to workshop for custom and restored vehicle owners.

Business overview

Operations


Up until September 2023 the business employed one full time mechanic and owner Neil. Neil's role is hands-on in the workshop along with taking phone calls, customer bookings, invoicing and administration. Bay City Motors (1992) is open from 8.00am to 5pm, Monday to Friday. Closed on the weekends and public holidays.

Neil will be available to assist the new owner with the vendor handover process once the business is sold. The timeframe for the vendor assistance is negotiable.

Marketing

Word of mouth provides the business a constant stream of new customers along with passing traffic seeing the signage out front on Dunlop Road. Over many decades the business has built up a large database of customers, many of which are repeat customers who come back regularly for servicing and WOF checks.

Google Reviews rates Bay City Motors (1992) as 5 out of 5, with 11 reviews. See below sample of reviews;

**Jason Petuha**
5 reviews
★★★★★ 6 months ago
Neal and Deano have serviced our work and private vehicles for many years. Always friendly and pleasant to deal with. Very knowledgeable and skilled at their work. I would always recommend Bay City Motors to others.

**Stacey Claridge**
Local Guide · 54 reviews · 19 photos
★★★★★ 5 years ago
Great service... Neil and his team are really good to deal with.. i understand they work on all vehicle types but they ae really good at older or classic cars. We had a gearbox overhauled by them aswell as a diff replaced along with setting ... [More](#)
👍 1

Staff

The business comes with no staff. The vendor is committed to assisting the new owner for a period of time with the business handover and supporting the new owner while they organises new staff, should this be required.

Opportunities

- The demand from new customers for Bay City Motors (1992) services is greater than its supply. There is an opportunity to take advantage of the ever-increasing demand by increasing staffing.
- Demand for Bay City Motors (1992) wheel alignment and suspension setting services is increasing. There is an opportunity to take advantage of the ever-increasing demand by increasing staffing.
- The business does not operate a website or any digital / social media.
- Increase trading hours to include opening Saturdays.



The property

An exceptionally well maintained and presented industrial workshop in the heart of Onekawa.

A four-bay workshop of just over 200sqm offering four roller doors providing access from the fully sealed yard. Two reception / office spaces plus storage on the ground floor provide multiple options. A well configured staffroom, separate bathroom, and further storage upstairs ensures the property provides exceptional bang-for-buck.

To the rear of the building is a private yard and small storage shed, and a concrete washdown pad.

The high profile on offer belies the secure rear-section position, with further peace of mind provided by the locking gate and six-camera security system, currently connected to the seller's mobile phone.

Long-term certainty is provided by the ground lease extending out to 2037, at a very affordable annual lease. No need to lease with these terms in place.

Key features

- 200sqm four-bay workshop with reception, offices, amenities, and exclusive sealed carpark
- Affordable ground lease, fixed to 2037
- Profile and position in popular Onekawa.

Floor area breakdown

Property type	Area (sqm approx.)
Warehouse	202.1sqm
Ground floor offices	46.8sqm
Mezzanine floor	31.8sqm
Total	280.7sqm
Yard	230sqm
Washdown pad	20sqm

The location

The property is situated within the Onekawa industrial area, approximately 3km south-west from Napier's CBD.

Less than a few minutes from State Highway 50 / Prebensen Drive and the Hawke's Bay Expressway, access is plentiful and straight forward. Onekawa remains the hub of Napier's industrial activity, so close to the CBD, Port of Napier, Hawke's Bay Airport and the trade retail and light industrial centre of Napier



Accessibility

Accessible from multiple directions and close to the principle arterial roads – easy to find with profile. Close to residential areas for employee and client convenience.



Transport

A short walk from Taradale Road, which provides a key public transport link for employees, clients, and customer's needs.



Amenities

Open plan well configured workshop with functional office, storage, and staff facilities. Well located for all other Onekawa amenities.



Prime location

Prime location on Dunlop Road, very close to the main arterials of Austin Street, and Ford Road – the heart of Onekawa.

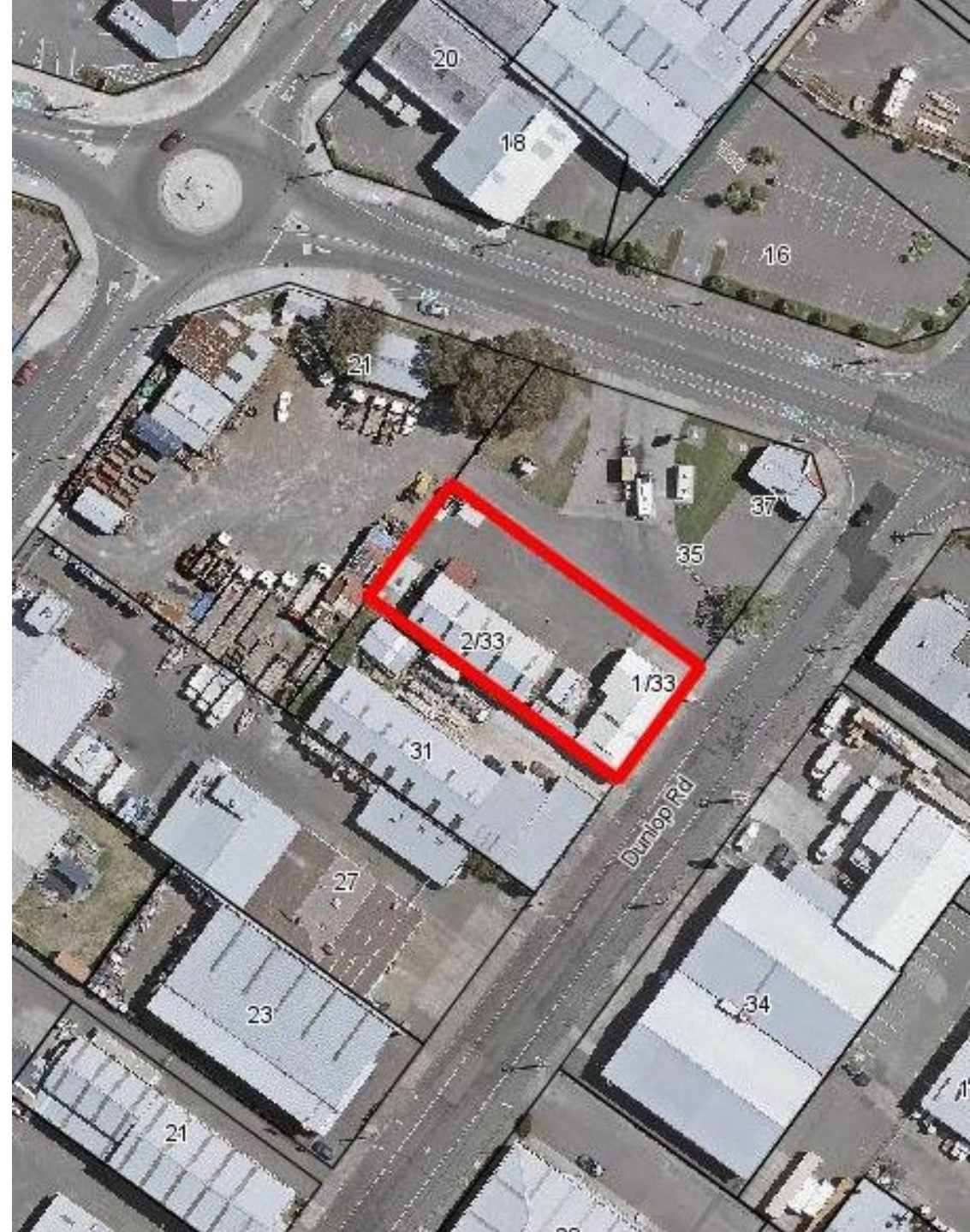


Legal description and zoning

Record of title	HBV4/133	
Legal description	Workshop 2 Deposited Plan 25331 and ½ share of Lot 2 Deposited Plan 8553	
Tenure	Leasehold	
Rating valuation	Land value	\$270,000
	Improvements	\$320,000
	Capital value	\$590,000 (1 Sept 2023)
Local authority	Napier City Council	
Zoning	Main Industrial	

Zoning

The Main Industrial zone applies to a number of distinct industrial area throughout the city, namely Onekawa, Pandora and Awatoto. This zone allows for a wide range of land uses to occur with minimal regulatory intervention, other than required to ensure that appropriate environmental, health and safety standards are met. Each of the above-mentioned Industrial zones feature commercial and industrial activity with Onekawa providing a significant retail component and additional light industrial service and manufacturing industries. Industrial and commercial activity such as office accommodation, hospitality and retail activity are permitted activity providing compliance in all respects to conditions within the Main Industrial Zone activity table. We will always recommend purchasers discuss proposals with Council as part of pre-offer due diligence.





Income summary

Financial Performance For the Year Ended 31 March 2023

Operating Revenue	\$432,570.50
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Less: Cost of Sales	\$183,391.11
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Gross Profit from Trading	\$249,179.39
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Less: Direct Costs	\$2,671.79
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Total Gross Profit	\$246,507.60
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Less: Total Expenses	\$79,790.06
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Net passing income	\$166,717.54
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- * All amounts are excluding GST.
- * Net passing income is before owner's remuneration and depreciation.
- * Further financial information is available upon request.

The sale process

Bay City Motors and 2/33 Dunlop Road, Onekawa is being offered for sale by way of Tender (unless sold prior) closing on Thursday 16th November, 4pm, at Bayleys Napier, 52 Bridge Street, Ahuriri, Napier.

If you have any questions regarding the content included in this document or to arrange a viewing of the property, please do not hesitate to contact us:



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Appendices

Attached:

- Business assets
- Title

Available upon request:

- LIM Report
- Council Property Files
- Memorandum of Lease
- Variation of Lease
- Easements

Business assets

WORKSHOP

Inspection Lamps x 3	Wash sink
Oil Shelf	Tap & Die Sets (including loose)
Grease Gun	Gas Welding Set
Suction Gun	Wayco Transmission Jack
Block & Tackle	Voltmeter and Ampmeter
Kneeling Pads	Pressure Tester Radiator
Foot Mats	Dwell Meter
Steel Assortment	Ohms Meter
Guard Engine Support	Engine Measuring Equipment
Engine Lifting Bracket	Reamers
Tyre Equipment (patching etc.)	Heat Gun
Tools on Peg Board (without yellow dot)	Crow Bar
First Aid Cabinet & Components	Internal Coil Spring Compressor
Paint Spray Guns	Fuel Pumps
Clutch Aligning Tools	Air Drill

WORKSHOP CONT...

Fuel Pressure Gauge	Compression Tester
Radiation Leak Tester	Cut-off Wheel
Stud Removal Set	¾ Drive Impact Gun
Diesel Pump Timing Tool	¾ Drive Impact Sockets
Tube Bending Tools	¾ Drive Truck Wheel Sockets
Air Sander/Polisher	Welding Rods Gas
Vacuum Gauge	Assortment of consumables on 2 nd shelf
Brake Caliper Piston Removal	Flex Hone & Straight Hone
Diesel Compression Gauge	Work Light
Rivet Nut Gun	Polisher
Vacuum Kit	Dremel
Brake Bleeder	Safety Notices
Brake Caliper Tool	Fire Extinguishers x 3
Drill Bits	Tube Flaring Kit
Piston Ring Compressors	Bore Gaugers

Business assets (cont.)

WORKSHOP CONT...

Stereo & Speakers	Battery Tester Linford
Floor Jacks x 2	Battery Charger Large Chloride
Stands x 8	Hydrometer
Drill Press	Anvil x 1
Drill Press Holder	Shock Spring Compressor
Drill Holder	Blue MIG x 1
Nuts & Bolts Pigeon Stand	Trolley x 1
Wiring & Cables Automotive	Wooden Ramps x 2
Moveable Bench & Vice x 1	Steel Hoist Slide
1 Large Grease Pot	Jump Start Pack x 1
Bench Grinder & Buffer	Air Jacks x 3
1 x Manual Stand	Assortment Chains & Hold-downs
Battery Cables	Steel Bars
Easy Out Kit	Jumper Leads Truck
Assortment Bolts	Boxes of screws etc

WORKSHOP CONT...

Bottle Jacks x 3	Suspension Bushes etc
2 x Sets W/A Plates	Large Wall Mirror x 1
Spring Clamps x 2 sets	Step Stool (small) x 1
HiAce Wheel Bearing Jig	Hydraulic Press x 1
W/A Strut Adjusters x 2	Bench W/A Bay x 1
Engine Stand x 1	Wall Clock
Camber Gaugers x 3	Air Lines
Tyre Gaugers x 2	4 x Work Benches (2 with vices)
Rack End Removal Tools x 2	Trolley x 1
Drop Arm Puller	Table x 1
Air Impact Gun (Jonnesway) x 2	Rubbish Bins
1 x Port Power & bits	Tyres on top shelf
W/A Shims etc	Paints & Paint Trays
Hones	1 x Fasa diesel powered Steam Cleaner
1 x Air Compressor	

Business assets (cont.)

MAIN WORKSHOP & FRONT OFFICE

Desk	Office Desk
Swivel Chair	3 x Office Chairs
Small Safe	1 x Small Draws
Front Deck (fixed)	Small Rubbish Bin
Wall Cabinet (fixed)	Carpet Mats
Carpet Mats	Washroom Mirror
Red Side Cabinet	
Desk Phone (black)	
Paper Shredder	
Workshop Manuals under front desk (not motorbike books)	
Rubbish Bin	
Fire Extinguisher on Cabinet	

UNDER STAIRS & PARTS ROOM

Filter Rack	Suspension Bush Kit
Wall Rack	Spark Plug Back and Plugs
Battery Stand	
Parts Shelves	
Hose Clamp Rack	
Belt Racks	
All Consumables	
Spring Compressor Kit	

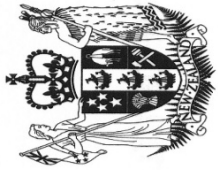
Business assets (cont.)

MEZZANINE

Table	Telephone on Wall
3 x Chairs	Toilet Mirror
Fridge	2 x Shelve Sets
Microwave	Wheel Alignment Clamps (Spares)
Jug	Car Cover
Toaster	Mitsubishi L300 Seat (Right & Left)
Assorted Cleaning Products	
Toastie Machine	
Cups	
Plates	
Glasses	
Rubbish Bin	
Cutlery	

OUTSIDE

Exterior Signs
Oil Bin
Antifreeze Drum
Parts Wash Tank
Tyre Racks
Recycle Bin
Steel Rack and Steel Bits



RECORD OF TITLE
UNDER LAND TRANSFER ACT 2017
LEASEHOLD
Search Copy




R. W. Muir
Registrar-General
of Land

Identifier **HBV4/133**

Land Registration District **Hawkes Bay**

Date Registered 14 May 1996 12:00 am

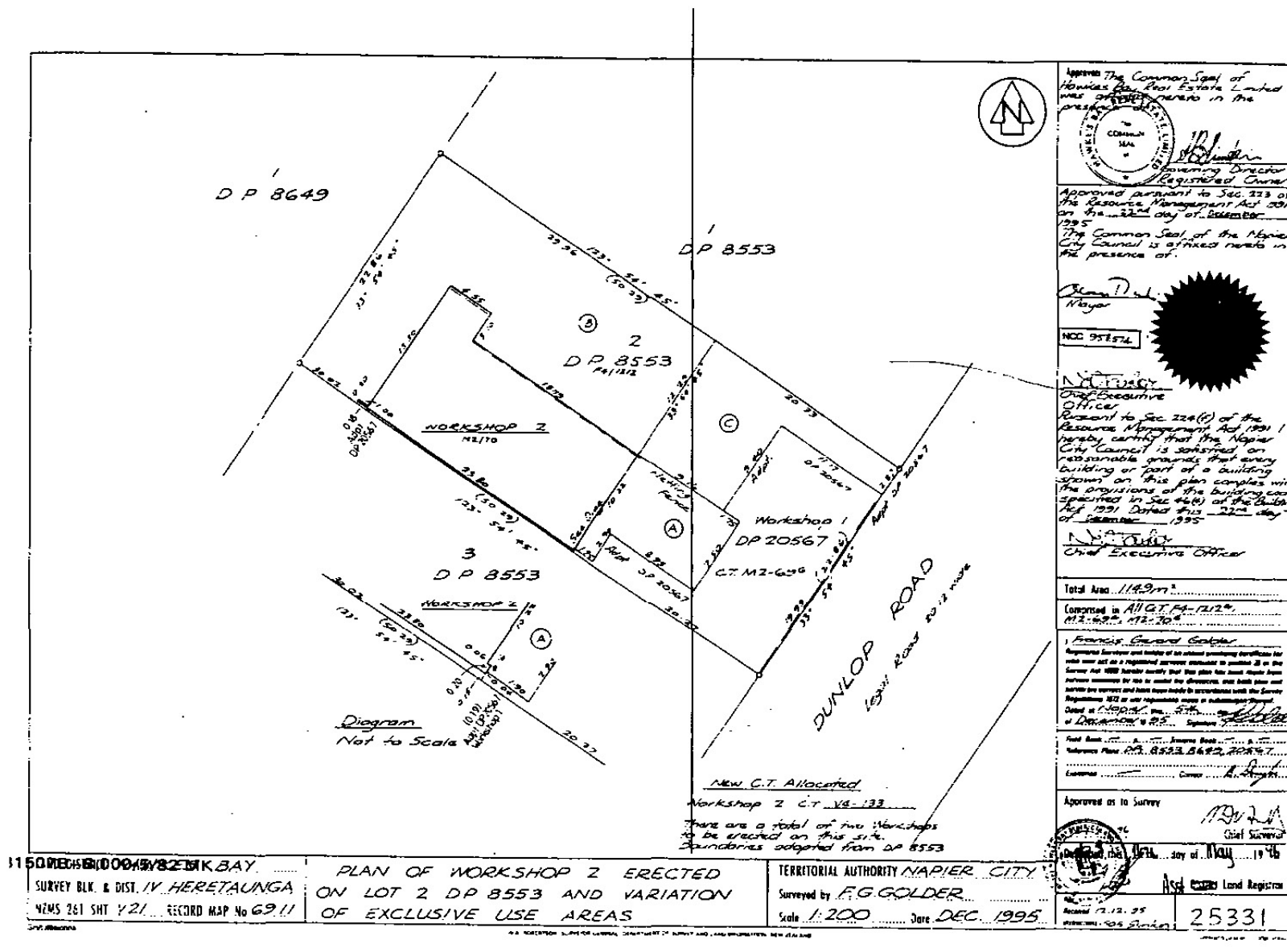
Prior References

HBF4/1212

Estate	Leasehold	Instrument	L 640679.5
		Term	commencing on 1.11.1995 and expiring on 30.10.2016 and extended to 30.10.2037
Legal Description	Workshop 2 Deposited Plan 25331		
Registered Owners	Robin Neil Saywell and Tamalyn Saywell		
Estate	Leasehold - 1/2 share	Instrument	L 640679.3
Area	1149 square metres more or less	Term	21 years computed from 1.11.1995 and extended to 31.10.2037
Legal Description	Lot 2 Deposited Plan 8553		
Registered Owners	Robin Neil Saywell and Tamalyn Saywell		
Interests	Fencing covenant in Lease 640679.3 - 14.5.1996 (Affects Head Leasehold Estate)		
	640679.4 Lease of Workshop 1 Plan 20567 Composite CT HBV4/1052 issued (right of renewal) - 14.5.1996 (Affects Head Leasehold Estate)		
	640679.5 Lease of Workshop 2 DP 25331 Term commencing on 1.11.1995 and expiring on 30.10.2016 (right of renewal) Composite CT HBV4/133 issued - 14.5.1996 (Affects Head Leasehold Estate)		
	10512630.2 Variation of Lease 640679.3 and extending the term to 31.10.2037 - 4.8.2016 at 11:38 am		
	10512630.3 Variation of Lease 640679.4 extending the term to 30.10.2037 - 4.8.2016 at 11:38 am		
	10512630.4 Variation of Lease 640679.5 extending the term to 30.10.2037 - 4.8.2016 at 11:38 am		

entfrier

HBV4/133



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