Broker brief

Elements Property Styling ACT · September 2026

This note is for the person who will sell the business. It is not the buyer pack. The buyer pack is the information memorandum. Please do not copy the brochure language from the owners' original v17 into listings. Some of it over-claims relative to the Friday conversation with the working owner, Tricia Scollen-Smith, and relative to the FY2025 numbers in their own pack.

The file in one page

Item	Fact
Trading name	Elements Property Styling / Elements Property Styling ACT
Owner	Tricia Scollen-Smith (operations).
History	Started 2016 by Linda Cheng. Tricia worked there three years, then bought it; she has run it about five years.
Reason	Retirement. Fifth grandchild due end of October (daughter in Brisbane). Wants it sold as soon as a proper process allows. Still taking work.
Ask	$500,000
FY2023 income	$423,175
FY2024 income	$494,880
FY2025 income	$349,411 · reported loss $126,029 · normalised EBITDA ~$26,209
Plant & equipment (cost)	$344,839 (FY23) → $414,165 (FY24) → $416,495 (FY25)
Warehouse	444 m², Queanbeyan, rented
Vehicles	Hino furniture truck plus two other vehicles, owned
Capacity	Owners' pack: ~37 concurrent. Call: 19 out now, ~30 realistic with a mix of older and newer homes.
Work	Mostly agents. Independent Property Group ~37% of a 150-job sample; then Blackshaw, Ray White, McCann, Francis.
Team now	Owner-stylist. Two stylists left this year. One truck role recently ended.
Handover	Up to three months, including agency introductions.
Website / phone	elementspropertystyling.com.au · 0436 000 230

How to price the conversation

Do not take $500,000 to market as a 5× earnings story. On their own normalised FY2025 figure it is closer to 19×. That will not survive a buyer's spreadsheet.

The defendable conversation is asset-backed going concern: plant on the books at about $416,000, three vehicles, a 444 m² shed, a live book of work, and a three-month introduction to Independent, Blackshaw and the rest. Asking $500,000 leaves room to land nearer replacement cost of the stock and vehicles. Comparable owner-operator staging businesses in Sydney and Melbourne have recently been advertised at or below inventory (Inner West Sydney $350,000 ask against $545,000 of equipment; Melbourne $150,000 ask against ~$500,000 of stock at cost; a Melbourne asset sale under contract at $129,000). Canberra already has another styling file advertised at $135,000 plus stock — not this one. This warehouse is larger than those 8–10 home asset sales. It is not a $2 million Sydney luxury firm.

FY2024 turnover of $494,880 is the 'this can run near half a million' proof. FY2025 is the 'owners took their foot off for family' year. A buyer will underwrite the lower year unless utilisation is visibly back. On the call, 19 homes were out — that is a live operation, not a mothballed shed.

What not to write in a listing

- Do not say 15 years. The company started in 2016. The pack also says nine years. Use nine to ten.
- Do not say the business no longer depends on the owner. Tricia said the agents are tied to her. Sell a contracted handover, not a self-driving firm.
- Do not say currently profitable without showing FY2025. Show the three years and the normalisation.
- Do not lead with Instagram or AI-led growth. This book is agency relationships and a truck.
- Do not put the trading name on SEEK. Confidential teaser, then NDA, then the memorandum.
- Hive Property was shown as 4.7% of 150 jobs in v17. Four jobs is 2.7%. Percentages in the rebuilt IM are recalculated from counts.

Legal hygiene before you go out

- Two entities on the public record: ACN 614 774 211 (now Willow and Oak Collective Pty Ltd, was Elements Property Styling Pty Ltd) and ABN 19 606 751 988 (Elements Property Styling ACT Trust). Confirm the vendor for an asset sale.
- The .com.au was marked not eligible for renewal in September 2026 because the registrant still used the old company name. Fix before due diligence.
- PPSR on company, trust, vehicles and stock. Lease assignment on the Queanbeyan shed.
- Asset sale is cleaner than a share sale given the rename and the trust.

Suggested process

- Confidential. No public ad with the name while jobs are on the floor.
- Week 1: teaser to local warehouse operators (Impressions, The Look, The Property Stylists, Sold On Styling, Adore, Mojo) plus your own buyer list. Same day.
- NDA, then the information memorandum, then an after-hours warehouse viewing.
- Written offers. One asking number. Do not run five private prices.
- If the going-concern interest is weak after four weeks, re-cut as a warehouse lot sale.
- Settlement that does not dump 19 collections on one Friday. Handover up to 12 weeks, including by video once Tricia is in Brisbane.

Likely buyers

- Existing Canberra stylist wanting capacity (The Look, Property Stylists, Sold On, Adore, Mojo).
- Impressions (Nicole Heins) — oldest operator. Vendor thinks she may already have enough and may herself be near retirement. Still ask. A no is useful.
- Working owner-stylist from interstate who wants a Canberra base.
- Unlikely: a passive investor, or a marketing buyer who wants to ‘plug in ads’. The work is physical and the goodwill is personal.

This brief was prepared by Tyson Whitewood after reading the owners’ v17 pack and speaking with Tricia on 11 September 2026. He is not appointed on the sale and is not licensed as an ACT business agent.