

What Do Sellers Look for in a Buyer?

Understanding the Seller's Mindset

When it comes to selling a nursery, most sellers ultimately want the same thing: a buyer who makes the process easy, fast, and secure. But in reality, there's often much more to it than that.

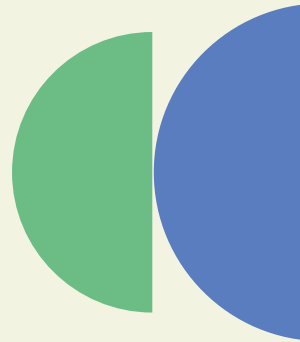
For many nursery owners, their setting isn't just a business – it's a legacy. It's something they've built, nurtured, and poured their heart into over many years. Selling can therefore be an emotional journey, filled with both excitement and uncertainty.

That's why it's important for buyers to understand what really matters to sellers beyond price and paperwork.

A Competitive Market for Buyers

The nursery market is evolving quickly, with buyers entering the sector from a wide range of backgrounds. Competition can be fierce, so it's important to put yourself in the strongest possible position and present yourself as credible, prepared, and trustworthy.

To help buyers do just that, below are the five key qualities sellers consistently look for when choosing who to sell to.



1. Financial Readiness

The first and most important question sellers, brokers, solicitors, and lenders will ask is:

“Can you afford it?”

This isn't a formality — it's the starting point that demonstrates how serious you are as a buyer. You need to be able to show that funds are available or that clear arrangements are in place to secure them.

Most banks won't issue an Agreement in Principle until an offer has been accepted on a specific setting. However, working with a finance broker early allows you to:

understand which lenders are likely to support you

move quickly once an offer is agreed

provide a broker's letter to support your offer in place of formal proof of funds

This reassures sellers that you are financially prepared, credible, and capable of completing the purchase.

2. Seriousness and Commitment

Buyers who stand out are those who demonstrate seriousness from the very beginning.

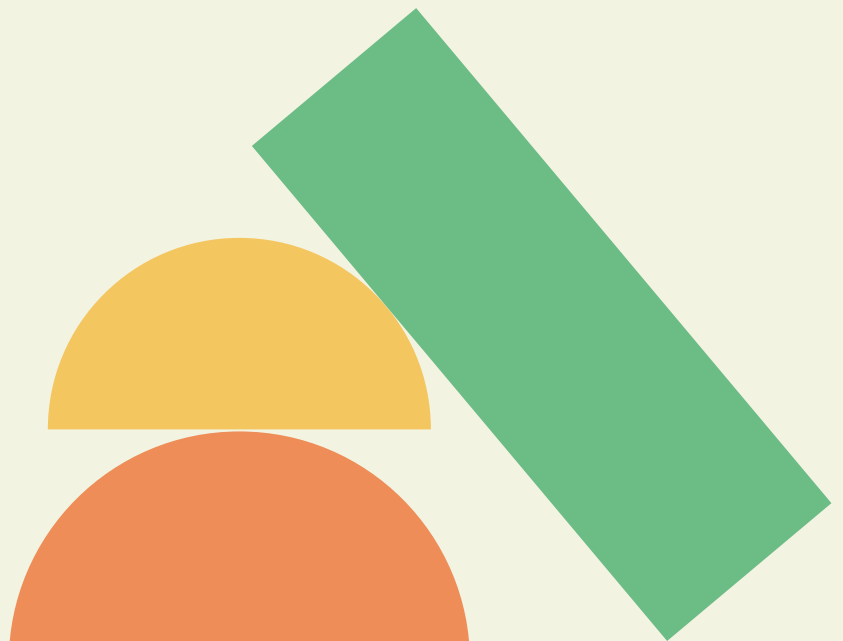
This includes:

- turning up on time for viewings
- responding promptly to calls and emails
- making realistic, considered offers

Sellers quickly lose patience with “tyre kickers” — buyers who want to look around without genuine intent to proceed.

Because selling a nursery often takes several months, clear and consistent communication is essential. Delays and poor responsiveness can cost time, money, and goodwill for everyone involved.

Prepared buyers ask thoughtful questions, follow through on commitments, and treat the process with respect. This builds trust and reassures sellers that they are dealing with someone reliable and professional.



3. Trustworthiness and Discretion

Honesty and confidentiality are hugely important to sellers, particularly where a sale is being handled discreetly.

Sellers need to feel confident that:

- information will be kept confidential
- expectations are clear from the outset
- the buyer is acting in good faith

Buyers who show a genuine intention to retain and support existing staff are especially appealing. Staff often have long-standing relationships with the seller, and knowing they will be cared for brings sellers significant peace of mind during what can be an emotional transition.

4. Genuine Passion for Early Years Education

Sellers care deeply about what happens to their nursery after the sale.

They want to know that the buyer genuinely values:

children's development and wellbeing
continuity of care
safeguarding and quality standards
staff development and stability

Demonstrating a real understanding of early years priorities – and a commitment to maintaining the nursery's ethos – shows that you are not just financially invested, but emotionally and ethically aligned with the sector.

5. Industry Knowledge and Experience

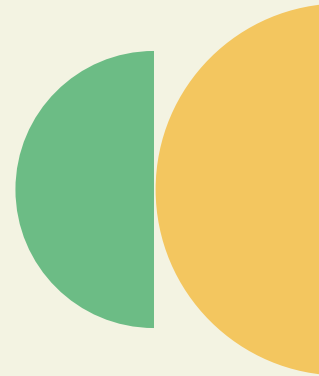
Buyers with early years experience are often viewed more favourably, as they understand both the challenges and rewards of running a nursery.

Experience reassures sellers that:

- the handover will be smoother
- risks will be better managed
- the nursery's reputation will be protected

Having a clear vision for the future also matters. Sellers like to see that their nursery won't just be maintained, but thoughtfully developed over time – whether through growth, improved facilities, or enhanced provision.

This shows that you're not just buying a business, but investing in its future.





Being the Right Fit Matters Most

Ultimately, sellers are asking themselves one key question:

“Is this the right person to take my nursery forward?”

It's not just about money or experience. It's about shared values, long-term commitment, and genuine care for the children, staff, and families who make up the nursery community.

Sellers want to pass their nursery on to someone who understands what makes it special and who will protect and build on what they've created.



Top Tip: Sell Yourself as a Buyer

Approach buying a nursery like applying for a job.

Putting together a buyer CV that clearly sets out:

- your background and experience
- your financial readiness
- your values and vision

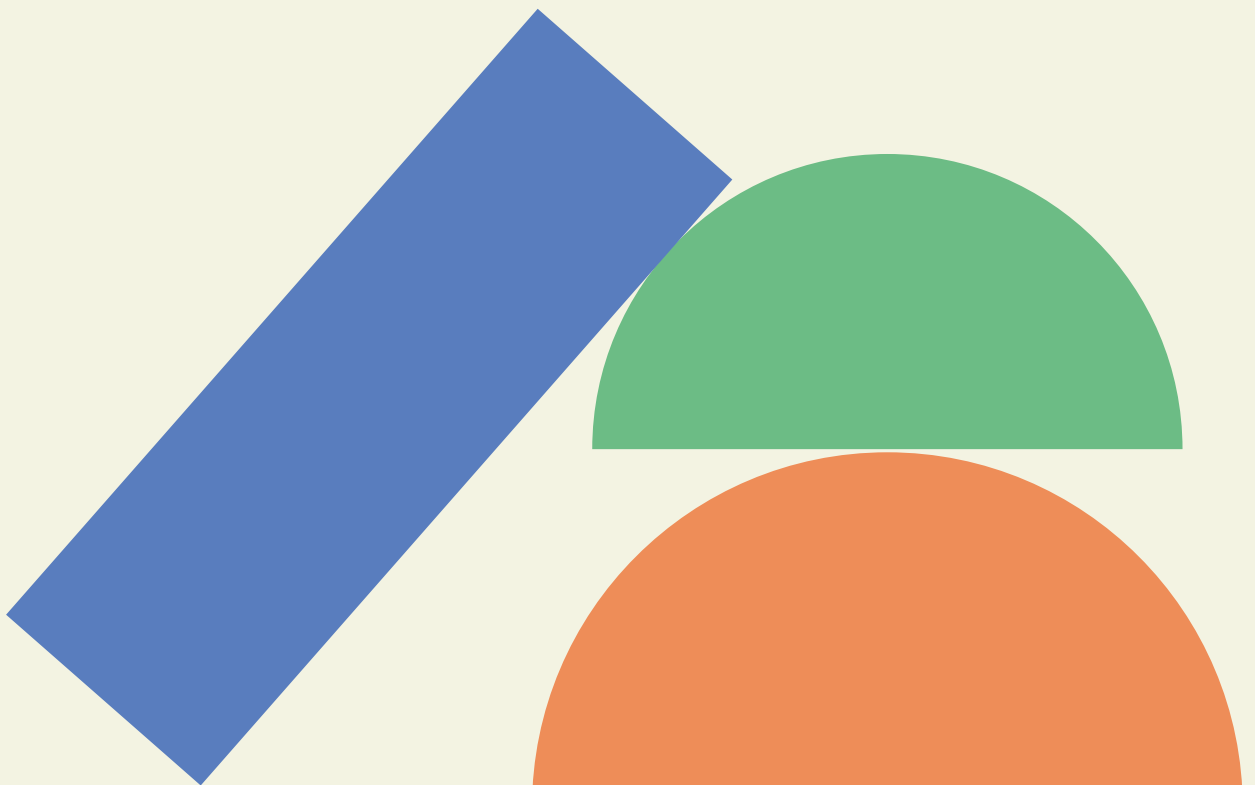
can make a powerful first impression. It helps you stand out from less committed buyers and shows sellers that you are serious, prepared, and intentional.

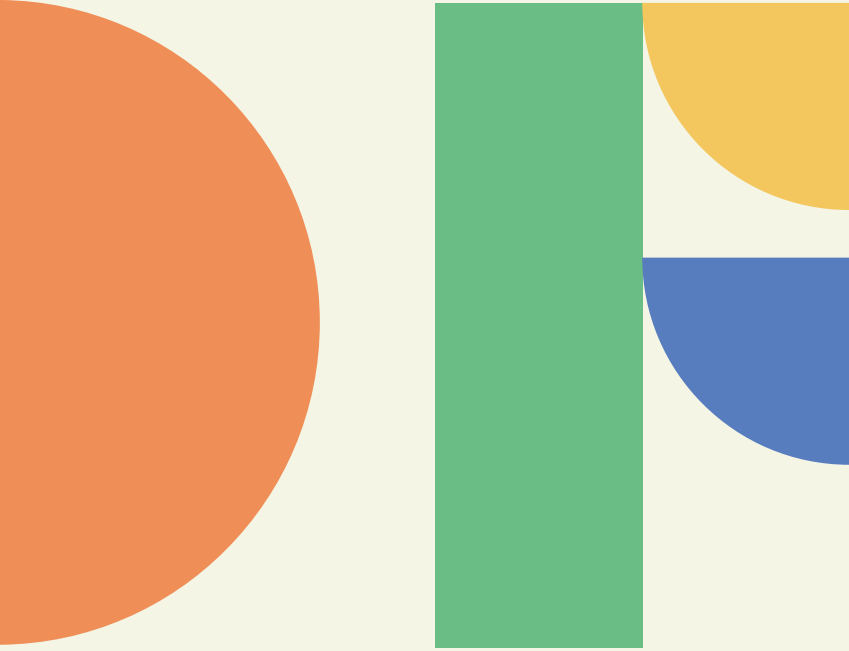


Standing out as a buyer is about more than making an offer – it's about presenting yourself as the right person for the nursery.

If you'd like support positioning yourself as a strong, credible buyer or preparing for conversations with sellers, our team is here to help.

[Speak to Owen Froebel about your nursery purchase](#)





Whether you're new to the early years sector or looking to expand your existing portfolio, the dedicated team at Owen Froebel can help you find, assess and acquire the right nursery for you.

To access our full list of nurseries for sale and be the first to hear about new opportunities, you'll need to register on our website. It's quick, free and puts you first in line.

**Register today at
owenfroebel.co.uk**

Looking to acquire your next nursery?

We'll help you find the right opportunity

Contact Leah Turner – Co-Founder

hello@owenfroebel.co.uk | 02476 013929

Company Number 13971855

