



www.SampleWebsiteForSale.com

BUSINESS PROSPECTUS & APPRAISAL

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EXECUTIVE SUMMARY

- SampleWebsiteForSale.com is 15 years old. It is an apartment listing website where 10,000 property managers in over 10,000 cities in the US, Canada, Europe, and Asia are registered and have listed over 50,000 apartments for rent. Listings are free.
- This business provides the Buyer with a unique opportunity to enter a highly-profitable marketplace and receive value from an automated website with a recognized brand name, registered trademark, and proprietary database.
- The website was revamped and optimized for search engines early this year. This increased traffic and revenues.
- The business currently attracts over 100,000 unique visitors per month with no Advertising. Traffic is organic from search engines and referrals.
- The website is monetized with Google AdSense and CJ Affiliate Revenues which currently generates over \$13,000 per month.
- The operating cost of the business is about \$5,000 per year for website hosting.
- The current owners spend about 5 to 10 hours per week managing this automated business.

1.0 Business Overview	1
1.1 Domain Name.....	1
1.2 Ownership.....	1
1.3 Employees.....	1
1.4 Location.....	2
2.0 Products and Services	3
3.0 Target Customers.....	3
4.0 Marketing Strategy.....	3
4.1 Search Engine Optimization.....	3
5.0 Website Stats	4
5.1 Traffic Report	4
5.2 Other Stats	4
6.0 Technology.....	4
6.1 Website Hosting.....	4
6.2 Website Design & Maintenance.....	4
7.0 Other Assets	4
7.1 Proprietary Database.....	5
7.2 Registered Trademarks	5
8.0 Seller Representations.....	5
8.1 Reason for Selling.....	5
8.2 Buyer Training & Support.....	5
8.3 Growth Opportunities	5
9.0 Financials.....	6
10.0 Website Appraisal	6
10.1 Domain Name Data	6
10.2 Traffic Data	6
10.3 Financial Data	6
10.4 Other Assets.....	7
10.5 Valuation Comparables	7
10.6 Website Value to Buyer.....	7

1.0 Business Overview

SampleWebsiteForSale.com is a free, searchable apartment database created and maintained for displaying information about every managed apartment community in the US, Canada, Europe, and Asia.

The database currently contains apartment-related information from over 50,000 apartment communities in more than 10,000 cities.

1.1 Domain Name

SampleWebsiteForSale.com domain name was registered in June 1997 by the Seller.

Other domains included in this sale are:

- SampleWebsiteForSale.org
- SampleWebsiteForSale.net
- SampleWebsiteForSale.info
- SampleWebsiteForSale.ca
- SampleWebsiteForSale.cn
- SampleWebsiteForSale.tv

1.2 Ownership

SampleWebsiteForSale.com is owned and operated by 2 business partners. They have been operating the business since 1997.

1.3 Employees

The business is run by 2 part-time employee-owners. The website is automated and therefore runs on autopilot.

When necessary, one employee-owner handles all the website operation and maintenance functions which take about 5 to 10 hours per week.

The primary task is reviewing applications by property managers and granting them access to add their apartments to the website.

1.4 Location

This business can easily be relocated and run from any location in the world without disrupting its smooth and successful operation.

2.0 Products and Services

The business provides a high-traffic website of over 100,000 unique visitors per month where property managers can list their apartments for rent at no cost.

Apartment information includes City, State, Zip Code, College, Property Name, #Bedrooms, #Bathrooms, Monthly Rent, Square Footage, Age of the apartment building, amenities, neighborhood information, floor plans, etc.

3.0 Target Customers

The website targets property managers looking to promote their apartments for rent. There are currently 10,000 property managers currently registered on the website.

There are currently 100 pending requests from property managers who have applied to add their apartments to the website. These will be reviewed by the webmaster and declined or approved.

4.0 Marketing Strategy

This business has no Advertising budget. The business does not pay for traffic.

The website traffic is currently at over 100,000 unique visitors per month. The average monthly traffic over the last 12 months is over 105,000 visits per month.

4.1 Search Engine Optimization

There was a strong increase in traffic and revenues over the last 6 months due to long overdue search engine optimization of the website performed 8 months ago. Prior to this SEO work, the website owners had allowed the website to run on autopilot for years.

The website optimization and design was well performed as indicated by the data in the Webmaster Tools information provided. There are over 56,000 pages indexed with Google and a clean bill of health as assessed by Google.

The website is very strong from an SEO perspective. It is well designed and programmed and has zero penalties.

5.0 Website Stats

5.1 Traffic Report

Traffic data for the last 12 months is attached as a separate Google Analytics document.

5.2 Other Stats

Google PageRank	3/10
#Pages indexed by Google	56,000
#Total Backlinks (Source: Majestic SEO)	5,000

Data valid as of [Most Recent Date]

6.0 Technology

The website code was written by its owners and does not contain any off-the-shelf components.

This is a proprietary database and has a convenient easy-to-use on-line interface for performing all the database maintenance tasks.

6.1 Website Hosting

The website is hosted on a shared server at a cost of \$415 per month (or \$5,000 per year).

6.2 Website Design & Maintenance

The employee-owners handle all the website operation and maintenance functions.

The primary task is reviewing applications by property managers and granting them access to add their apartments to the website.

7.0 Other Assets

The business is a recognized brand in this marketplace, has a registered trademark, and is

operated on a proprietary database.

7.1 Proprietary Database

SampleWebsiteForSale.com code was written by its owners and does not contain any off-the-shelf components. This is a proprietary database of over 50,000 apartment communities and has a convenient on-line interface for easily performing all database maintenance tasks.

Over 18 years, the business has accumulated a database of apartment-related information for 50,000 apartment communities in over 10,000 cities.

7.2 Registered Trademarks

SampleWebsiteForSale.com is a registered service mark that was filed in August 2000 and registered with the United States Patent & Trademark Office in June 2001.

USPTO Registration Number: 1234567

8.0 Seller Representations

8.1 Reason for Selling

The owners have operated the website for 18 years and are looking to sell and move on to other projects.

8.2 Buyer Training & Support

The website owners will provide training and support for up to 30 days (or more) as required by the buyer.

8.3 Growth Opportunities

The current owners have already performed all the necessary SEO and website upgrades that the buyer will benefit from as traffic and revenues increase.

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The website was launched in 1997 and only recently began promoting the website via social media to attract traffic. Investing time in social media is a great way for a new owner to grow the website's traffic.

9.0 Financials

Financial data for the last 24 months is attached as a separate financial statement/report.

10.0 Website Appraisal

Established in 1997, SampleWebsiteForSale.com provides apartment-related information from over 50,000 apartment communities in more than 10,000 cities.

10.1 Domain Name Data

Domain Name Registration: April 1997

Website Age: 18 years old

PageRank: 3

Website indexed by Google and Yahoo

Backlinks: 5,000

Alexa Global Ranking: 50,000

10.2 Traffic Data

The Average Monthly Traffic is 100,000 unique visits per month. There are no paid advertising methods used to attract traffic.

10.3 Financial Data

Financial Data derived from Financial Statement:

PPC AdSense Revenues over the last 24 months:

June 2020 to May 2021 - \$165,305

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June 2021 to May 2022 - \$158,464

Affiliate Revenues

Commission Junction - \$200 per month

Operating Costs:

Website Hosting - \$416 per month

>> Total Operating Costs of \$5,040 per year

Total Estimated Profits:

June 2020 to May 2021 - \$162,665

June 2021 to May 2022 - \$155,824

10.4 Other Assets

- Facebook: 1,790 fans
- Twitter: 500 followers
- Newsletter/Members Email List: 50,350 subscribers

10.5 Valuation Comparables

We analyzed 20 comparable websites that sold over the last 24 months and here are the results. There are a few exceptions in each case but most of the sites fell into these ranges:

- Similar sites with less than 12 mths of sales sold for between 1.2x and 1.8x Total Profit
- Similar sites with about 12 mths of sales sold for between 1.5x and 2.7x Total Annual Profit
- Similar sites with years of sales sold for between 2.6x and 3.3x Total Average Annual Profit

**Based on the Website Data, Age, Financials, Traffic, and Assets, we appraised
SampleWebsiteForSale.com at \$XXX,XXX.**

10.6 Website Value to Buyer

These are the key benefits and assets to the new owner of this website:

- a) Recognized Aged Brand: The website has a strong aged brand domain name that can be exploited for future growth using social media.

- b) Unique Content: A key strength of the website is its informative unique articles. This content creation has been the primary search engine optimization work performed, has established a strong ranking for the website in its niche, and attracts large amounts of traffic each month. The content also enables visitors to make better decisions when selecting apartments.
- c) Low-Cost Operation: The website receives over 100,000 unique visitors per month with no advertising.