

FLIPPED

Exclusive Insights from Flippa's Top Website Sales 2014/2015



Do you want to make passive income online? Are you interested in making profitable website acquisitions? If you answered yes to these questions, you've come to the right place! The goal of this book is to help you learn how to profitably buy and sell websites by giving you a closer look at some of the fascinating web-based businesses that pass through Flippa. More importantly, this book is going to give you practical insights and tips from the successful web entrepreneurs behind these businesses.



Flippa's GM, Nick Kenn

Ahoy there, Flippers! In the making of this book, I had the opportunity to interview 13 of the most successful web entrepreneurs on Flippa. During the interviews these entrepreneurs shared some of their best-kept secrets for success on the Flippa platform, dishing on everything from auction strategies to online marketing and SEO.



By reading this book, you'll get the inside scoop on buying an already successful web business from online mogul Peter Boychuk, the web entrepreneur who purchased the viral sensation ShipYourEnemiesGlitter.com for \$85,000! You'll also get a peak at the product investment philosophies followed by Christopher Tracy, the entrepreneur who purchased Trampolines.com for a whopping \$81,500! Pay close attention to the thought processes and behaviors of these entrepreneurs, and you'll gain the knowledge and confidence necessary to make your own high-end web acquisitions.

So, without further ado, enjoy the raw insights from the following Flippa success stories!

Flippa's Websites Manager, Joseph Carroll

About Flippa

Flippa is the world's leading marketplace for buying and selling websites, domain names, and smartphone apps. Spun out of the SitePoint.com Marketplace in 2009 by founders Mark Harbottle and Matt Mickiewicz, the userbase has since grown to over 640,000 and over \$150 million in transactions have been processed on the platform as of June 2015.



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After he successfully completed a \$24,500 Buy it Now for **LimaEasy**, new owner Travis sat down with us to talk about his latest acquisition. Check out the following interview to get the inside scoop on his purchase, his plans for LimaEasy, his experience on Flippa, his advice for other web entrepreneurs, and more!

TRAVIS







owner of
LimaEasy.com
Purchased for \$24,500

Tell us about your background as a web entrepreneur.

I built my first site in 2004 to host web comics that my brother and I had been drawing since the late 90s. Over the next 8 years the site made about \$80 – not exactly a financial success. It wasn't until 2010, when I landed a post-graduation internship at JustJobs doing SEO, that I truly got my first taste of real internet business. I worked there for 3 months, and by the end of the internship I had a strong foundation in internet marketing.

After my internship and a short stint managing websites for a university, I decided to pursue my own entrepreneurial endeavors. My only requirement was that I got to sleep in as late as I wanted and not have to use an alarm clock. Earnings didn't really matter to me as long as I had enough to pay my living expenses. I started with niche-specific microsites, and my Amazon and AdSense accounts slowly started filling up. In 2012, I finally hit on an idea that went big. It was a blog-style site in a do it yourself (DIY) sub-niche that no one had ever touched. When my new site was featured on Lifehacker in its first month, I knew it had legs. I built

Website Analysis

-  AdSense
-  8 Years old
-  140,654 Page Views
-  67,375 Unique Visitors
-  \$350/mo Revenue
-  \$300/mo Profit



the site up in the most white-hat way possible, slowly but surely increasing traffic and revenue to the point where I could live off the income the site generated, which I achieved in September 2013.

What brought you to Flippa?

I first learned about Flippa from Ed Dale's 30-day challenge where he teaches you to build a site and earn your first \$1 within 30 days. At the end of the 30 days you choose whether to keep the site, or sell it on Flippa and begin the process again. I also attend a biweekly "mastermind" group with other internet-minded businesspeople and many of them are regular Flippa users, both on the buying and selling ends.

I'm always looking to diversify my assets, so I liked the idea of owning websites in various niches. I also considered other investments such as dividend stocks and real estate, but nothing in 2014 beats the P/E ratio of a website. To illustrate my point, real estate where I live trades at a P/E ratio between 25 and 35, stocks on the S&P trade between 12 and 25, and websites trade at an incredibly low P/E ratio of around 2. As long as you know how to identify and handle the risks, websites are king for passive income, and Flippa is "top of mind" for buying and selling websites.

Tell us about LimaEasy.com, what influenced your decision to bid, and what ultimately compelled you to place a \$24.5k Buy it Now?

LimaEasy is a blog monetized with AdSense (and some indie affiliates) about the city of Lima and the country of Peru. Its reputation among travelers and expatriates living in Peru is solid gold. I was referred to LimaEasy by a member of my mastermind group who scours through the listings on Flippa and other websites on a daily basis. Because of my experience with the site I built in 2012, I could tell LimaEasy was special right away. My traffic and growth strategy was the whitest of white hat, meaning that all Google algorithm changes have been to my benefit, rather than to my detriment. LimaEasy displayed all the markers of being grown with the same loving attention and was almost the exact same size of my current site, a PR4 with 100k+ pageviews a month.

Auction Recap



\$24,500 Sale Price



81.7x Monthly Profit



45 Bids



94 Watchers



56 Comments



The AdSense content revenue model was identical to the model I'm already using, as was the evergreen nature of the content.

I interacted with the Seller quite regularly during the auction process. We got to know each other and I told him why I was interested in the site. I assured him I planned to run the site the same way I run my other site, investing in it long-term rather than trying to "slash and burn" it for the maximum payout in the short term. I'm lucky to have found a Seller who genuinely cared about the site he was selling. On every listing, I ask myself "would I be proud to own this site?" With LimaEasy the answer to that question was unequivocally yes! Given that LimaEasy was a great fit for me personally, I pulled the trigger on the purchase.

What are your future plans for LimaEasy?

The site is in great condition but, to use a real estate parallel, it still needs a bit of cleaning up and a paint job. Specifically, it needs to work on smartphones and some of the titles could be better optimized for what people are searching for in search engines. It also needs to be optimized for speed, which is one of the lowest-hanging fruits with regards to search engine ranking factors. Whenever possible, I try to apply Warren Buffet's investment advice to "buy a business as if you want to own it for 100 years." I may sell LimaEasy sometime down the line, but my philosophy is that I shouldn't be buying a site if all I want to do is get rid of it. The small and regular paychecks from this site have the potential to raise my child all the way to age 18, it's like buying a trust fund.

What advice do you have for other web entrepreneurs looking buy a website on Flippa?

Set a maximum bid that you absolutely won't go over. Make it \$100 more than a round number, because many people think only in terms of round numbers, and sometimes \$100 is the difference between winning and losing an auction. Also, consider that many sellers will issue a Buy it Now (BIN) price very close to the end of the auction – as was the case with LimaEasy. If the site is good



and the BIN price is fair, it will sell QUICKLY. Luckily, I had studied the TheGoodHuman.com auction which was another high quality listing that ended days before the auction for LimaEasy. Watching the progression of that listing helped me get a feeling for how much a site could jump in value in the last 24 hours (hint: it's a lot.)





For this interview successful web entrepreneur Roshan Bhattarai talks about his \$32,000 winning bid for StyledThemes.com! During the interview Roshan offers a run-down on StyledThemes, his business background, his experience buying websites on Flippa, and more!

Tell us about your online business background.

In 2009, my business partner Haico Duisters and I launched a successful software development company called Proshore. Our primary focus has been serving companies for whom Internet operations are a crucial factor. Sales and marketing are managed from our office in the Netherlands, while technical architecture and development are handled by our Nepali office.



When did you start buying websites on Flippa?

I discovered Flippa through Twitter and almost immediately I became seriously interested in the platform. I applied and was later accepted into Flippa's private website brokerage, Deal Flow, and that is where I made my first purchase. Deal Flow is great because a lot of the screening and due diligence has been done up front, but I also keep my eyes out for great opportunities in the general marketplace – where I found StyledThemes.

ROSHAN BHATTARAI

owner of
StyledThemes.com
Purchased for
\$32,000

Website Analysis

-  Digital Ecommerce
-  2 Years old
-  30,896 Page Views
-  6,145 Unique Visitors
-  \$2,339/mo Revenue
-  \$2,339/mo Profit



Give us the scoop on StyLEDThemes, what does the site offer?

StyLEDThemes is a digital eCommerce site specializing in the sale of WordPress themes. Besides selling premium WordPress themes the site is also responsible for a set of popular themes available in the WordPress.org commercial directory. One of these themes has more than 138,000 downloads. The site also has a blog, tutorials, and a comprehensive support forum.

What ultimately led you to place a bid, and how did the auction play out?

As I mentioned, the site has some very impressive and highly regarded WordPress themes, and to me this was an indication that the previous owner, Andre, was a true artist. Additionally, Andre was extremely professional, detailed, and transparent in all of our correspondence, and he really stood behind his product. The more I investigated the site the more it became clear that StyLEDThemes has an excellent reputation which was further underlined by the positive reviews on WordPress.org and a highly coveted listing among the lucky few in the WordPress commercial directory.

As the auction unfolded I ended up head-to-head against another bidder. Given Flippa's efforts to prevent auction-sniping by extending auctions an additional hour each time a bid is placed during the final hour, the auction for StyLEDThemes was extended several hours beyond its scheduled end-time. However, when the auction eventually closed out, I was the winner. At \$32,000, I think this was a great acquisition. The time Andre invested into a smooth transaction only confirmed my suspicions that he is a true professional.

What are your future plans for StyLEDThemes?

When it comes to eCommerce, good customer support is crucial to ensuring a positive customer experience. In short, if our customers are happy, we are happy. Because of that, the first thing we did was get a grip on customer support. Now that we have that squared away, we have started developing new themes. We are also working on extending our current offerings. The first new themes

Auction Recap

	\$32,600 Sale Price
	15.2x Monthly Profit
	26 Bids
	40 Watchers
	1 Comment



should be out by December and once they are in place we'll start boosting our marketing efforts. Beyond that, the sky is the limit.

What advice do you have for other entrepreneurs looking to buy websites on Flippa?

I recommend using the search filters when looking for opportunities on Flippa. Even applying a few filters can greatly improve the relevancy and quality of listings. The new Editors' Choice section also seems to have a good selection of quality listings. Aside from using tools and features to better identify quality offerings, I recommend first determining what a site is worth to you before looking at the current price, so that you are not influenced by other bidders. Of course, you should only bid after conducting proper due diligence. Finally, do not hesitate to contact Flippa's team if you ever encounter any issues. I really appreciate the brokers from Deal Flow and the support team for their fast and helpful answers.





Fresh off his \$27,600 winning bid on [WorldTVPC.com](#) Dan Eriksson sat down for this interview! You won't want to miss it as Dan drops the inside scoop on WorldTVPC, his auction strategies, and how he uses mind-mapping to evaluate business opportunities.

Tell us a little bit about your background as an entrepreneur.

After years of grinding it out at my day job I decided to found my own IT infrastructure consulting service. At the time, I had been working in IT infrastructure for over 10 years, so it wasn't a huge career change, but it was a chance for me to be my own boss. Fast-forward a few years later and my consulting business is doing well and running smoothly.







How did you discover Flippa?

I found out about Flippa on Reddit, where I am mostly a lurker browsing through entrepreneur categories (and some cat pictures too.) I do a lot of investing in other assets, so I was naturally drawn to the idea of buying and selling web businesses. Additionally, I have done SEO and Internet marketing for others in the past, and I have been interested in utilizing the techniques that I learned on my own projects. Overall, my experience thus far on Flippa has been very positive.

DAN ERIKSSON

owner of
WorldTVPC.com
Purchased for \$27,600

Website Analysis

-  AdSense
-  8 Years old
-  257,060 Page Views
-  135,301 Unique Visitors
-  \$1,324/mo Revenue
-  \$1,004/mo Profit



Give us the rundown on WorldTVPC.

WorldTVPC.com is a well-established, well-respected site about new and emerging streaming technologies. We report on news relating to entertainment, new gadgets, streaming services, and technology companies. The site itself sports a huge directory of streaming providers, smartphones and HTPCs, movies and TV shows, and much more. We also have a good mix of reviews, tutorials, and general guides to help you “cut the cord” from traditional cable companies, as well as a forum where users can discuss ideas, solutions, and anything else related to streaming.

What caught your eye in the listing, and why was it a good acquisition target?

The first thing I noticed was all of that quality content, it (almost) made me drool. The reason being, it’s really hard to build up such a massive content library without jeopardizing quality, but that is exactly what the previous owner did. My decision to bid was made easier by the fact that the site already had a ton of established visitors. All that said, before I invest in a business I like to do mind-mapping, which is basically a method for diagramming and organizing information about a specific topic. When mind-mapping WorldTVPC, I first focused on listing out all of the existing parts of the site, and then I focused on expanding on them. Through this method, I was basically able to confirm that there are a number of huge opportunities to grow the site.

What are your plans for WorldTVPC moving forward?

The first big thing for us on the site is to add even more quality content. Though the content on the site is already top-notch, we are going to try to raise the bar even higher, and make the content even more relevant and interesting for our visitors. We want to give our registered users more value too, so there will be some new things coming up on the site for them as well. We are still in the process of working out our marketing strategy, and once in place that should help to expand our user base. From an architecture standpoint we are going to focus on making it easier for users to find the information they are looking for. Additionally, the forum

Auction Recap

	\$27,600 Sale Price
	27.5x Monthly Profit
	26 Bids
	251 Watchers
	34 Comments



is a bit underutilized at the moment, so we will definitely look at ways we can make that better.

Any advice for other web entrepreneurs looking buy websites on Flippa?

Finding a listing that fits your individual needs can take some time, but if you are patient, eventually you will find the right opportunity. On that note, you should only invest in a web business if you are willing to give it the time, energy, and love it will subsequently need to flourish. Even a site that is already earning a stable profit will, at one point or another, still require your involvement. When it comes to strategy, the moment you place your first bid on an auction you should already know your maximum bid, and you should never go over that amount as the auction progresses. Instead of looking at the acquisition price as an expense, look at it as an investment that will pay interest over a long period of time.





In this interview entrepreneur Wayne Matson dropped by to discuss his recent acquisition of LoveGirlTalk.com on Flippa! Wayne spills the details on LoveGirlTalk, his strategic Flippa acquisition strategies, and his advice for other Flippa entrepreneurs!

Tell us about your background as web entrepreneur, how did you get into the dating and relationship niche?







My wife Moyra and I started buying and selling websites about 18 months ago after selling my brick and mortar business in the electronics industry. I come from a marketing and management background with experience in software and development, while Moyra, on the other hand, comes from a sales background. Having been single for many years prior to our marriage she developed a passion for dating and relationship based businesses. She published her first book on the topic several years ago, and since then we have both developed an interest in acquiring web businesses related to this niche.

I have also always looked after our software and websites. In the early days of computing (Apple II) I wrote a program for personal use to manage the accounting and front shop sales of my brick and mortar business. This was successful enough to sell locally. After that, I went on to develop software for the roofing industry to estimate roof quotes. I have no particular skills or diplomas, my knowledge and skills come from hard work and research.

WAYNE MATSON

owner of
LoveGirlTalk.com
Purchased for \$19,999

Website Analysis

-  Affiliate Advertising
-  2 Years old
-  104,152 Page Views
-  43,304 Unique Visitors
-  \$1,777/mo Revenue
-  \$1,740/mo Profit



How did you discover Flippa, and how do you use the site?

I was first referred to Flippa by a friend who was using the platform to look for sites related to his niche. I liked the idea of using Flippa strategically to build authority in a specific industry, as opposed to making random acquisitions. Now I browse the site regularly looking for high-quality dating and relationship based sites with the ultimate plan of owning a string of sites in this niche that will all complement each other. Flippa is the leading marketplace to buy websites, and I have used it to make some great acquisitions thus far.

Tell us about LoveGirlTalk.com, what is the site about and what attracted you to the listing?

LoveGirlTalk Is a dating and relationships site for women. It includes a forum where women can go to discuss topics, such as breakups and relationship problems, and get feedback, opinions, and support from their peers. We liked the listing because it was started and run by a woman who came across as very genuine and who had a real passion for the niche. She was not a marketer of websites, and so we saw that there was huge potential to use our expertise to grow the site. We also trusted the seller and were comfortable that the offer was genuine. The value in the site was in monetization through affiliate sales, daily traffic, an email list, and an active forum. We had several email conversations with the seller during the process and kept a close eye on questions asked by other potential purchasers.

What are your future plans for LoveGirlTalk moving forward?

Moving forward we plan to update the look and feel of the site. We will also spend time putting in place a sustainable long-term SEO strategy, which will include adding quality content and improving the site architecture. We also plan to focus on improving the user experience of the site by adding videos, sending out regular newsletters and other self-help products, and continuing to employ a knowledgeable moderation team in the forum.

Auction Recap

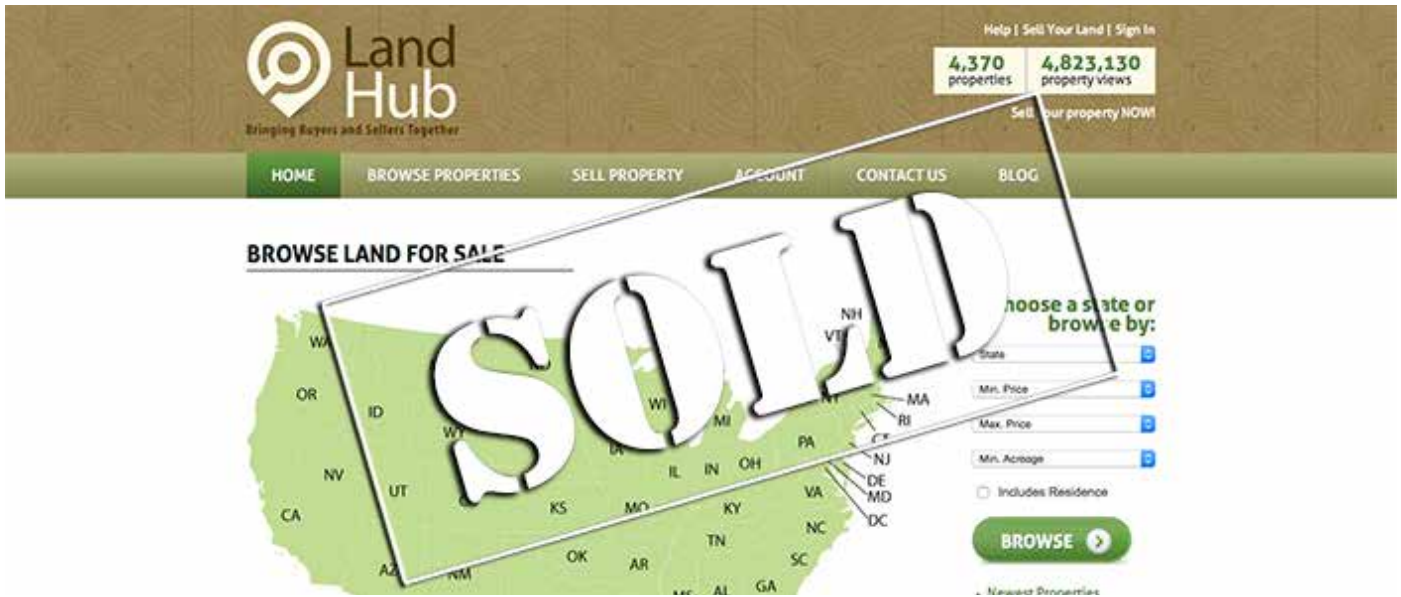
-  \$19,999 Sale Price
-  11.5x Monthly Profit
-  11 Bids
-  101 Watchers
-  21 Comments



Do you have any advice for other web entrepreneurs looking to acquire websites on Flippa?

My advice to others looking to purchase through Flippa is to ensure that any major investment has a written agreement and a check list of things you want achieved in the handover and escrow process. Act professionally and respectfully. Think about what you can invest in the purchase, look at the return ratio and use the information provided both on the Flippa site as well as through your own due diligence to see if you are getting value for your money. Most importantly, set a price you are willing to pay and stick to it!





During this interview, new owner K. Michael May discusses a variety of topics including his prior website acquisition, his marketing plans for LandHub moving forward, and his recommendations for other entrepreneurs looking to buy websites on Flippa!

Tell us about your background as a web entrepreneur.

I have a Marketing degree and started my career with AT&T, which is where my love of technology grew. I jumped to commercial real estate during the dotcom crash, but I continued to dabble in technology. I then started my first site in 2009 during the economic downturn. Next, I made my first website purchase in December 2013, when I bought GymPosters.com for \$15,500 on Flippa. It's been a great site that practically runs itself, though I am considering selling it to raise capital for LandHub. I've also been in marketing, sales and technology throughout my entire career.

What brought you to Flippa?

I was looking for a new business after becoming bored with Commercial Real Estate. Flippa is the only place I've found that actually provides real data so you can quickly tell the winners from the losers. I was originally looking for a part-time site to compliment my "day job," which is why I bought GymPosters. I recently started looking for something that had huge potential and could become my sole source of income. I searched Flippa for months, bid on a bunch of sites, and then finally found LandHub.

K. MICHAEL MAY
owner of
LandHub.com
Sale Price Private

Website Analysis

- Services
- 1 Year old
- (Private) Page Views
- (Private) Unique Visitors
- (Private) Revenue
- (Private) Profit



Tell us about LandHub, what is the site about?

LandHub.com is a search platform for all things land. It gives land sellers and brokers the ability to use tools to market their land through our website. It started as RuralPropertyFinder back in 2005 and was switched over to LandHub last year. The previous owner invested a lot of time and money into developing the backend for email and social media integration. Most of our clients are real estate brokers and landowners, and we connect them through a portal that will soon allow integration with white hat social media solutions.


How did you come across LandHub on Flippa, and why did you ultimately decide to place a bid?

I really wanted a site that tied in with Commercial Real Estate, so I got in the habit of checking the Flippa app on my phone every day to see new listings. It took me a while to find LandHub, but I liked the listing as soon as I saw it. The seller was an open book and provided tons of data. After asking a bunch of initial questions, I connected with the seller on LinkedIn. Surprisingly, we ended up sharing a few connections, which allowed me to trust him more. The owner was an expert in the real estate field and had already done all the leg work and backend development on the site. He was working on a new project and simply didn't have time for the LandHub. The site itself is a great fit for my background, and the prospect of helping people buy and sell land truly excites me, so I placed a bid.

What are your plans for LandHub moving forward?

My first goal is to implement a comprehensive marketing strategy. I have already hired a telemarketing team and email/social media expert. Next, I'll be working on SEO and a few design changes. After we improve the rankings, we'll ramp up social media and start adding videos – you can actually make some pretty cool land videos using drones, the FAA just approved the first realtor last week. I will also be getting the Craigslist piece working so all listings will automatically post there, and we'll soon be launching our white label email and social media marketing platform, allowing users to manage everything directly from our site.

Auction Recap

-  {Private} Sales Price
-  {Private} Monthly Profit
-  5 Bids
-  94 Watchers
-  56 Comments



Ultimately, my plan is to turn this into a fully functional company that will be my primary source of income.

Any advice for other web entrepreneurs looking buy websites on Flippa?

Do your homework and research the site and future opportunity. Get to know the seller. Skype for a video review of the financials, talk on the phone and research online. My seller and I shared a few LinkedIn connections, which gave him more credibility. Turns out he's a great guy, a total guru in this space, and has been a huge help so far. Also, patience, patience, patience. I literally looked every day for months before I found the perfect fit. On that note, I highly recommend the Flippa iPhone app, as it allows you to check listings whenever you want. That was key for me since I'm always traveling. Don't wait until the last minute, set the top price you're willing to pay and place your bid. It's easy to get caught up in the excitement of the auction but you should take all emotion out of it.





This interview follows up on one of Flippa’s most popular sales ever, the sale of [ShipYourEnemiesGlitter.com](#) for \$85,000 via Buy It Now. New owner Peter Boychuk offers a behind the scenes look at the wildly successful viral site and what he plans to do to keep the glitter flowing!

PETER BOYCHUK

owner of
ShipYourEnemies
Glitter.com

Purchased for \$85,000

Tell us a little bit about your background.

When I was 15 I worked at a grocery store as well as part time at a tennis club. Those two experiences were enough for me to realize that I hated working for other people, and I have been self employed ever since. When I was 16 I started selling on eBay. The more I sold, the more I loved working for myself. Things picked up quickly from eBay, and it wasn’t long before I had launched a number of successful eCommerce sites selling items ranging from designer wallets to auto parts. When I graduated high school, I studied at the University of Georgia for about 3 years, but ultimately dropped out because my online businesses were taking off.

Website Analysis

- Ecommerce
- 4 Days old
- (N/A) Page Views
- (N/A) Unique Visitors
- \$20,000/mo Revenue
- (N/A) Profit

How long have you been using Flippa, and why do you keep coming back?

I have been using Flippa since about a year ago. During that timespan, I have found that most of the high-end sites in the general marketplace seem to be right in my sweet spot in terms of price. I’m also a member of Flippa’s high-end brokerage service Deal Flow, and I purchased WHMCSDesigns.com using that



service last September. My background is primarily eCommerce, and things such as sourcing, fulfillment, process management, and customer service are my strongest skills. As such, I monitor Flippa's listings daily looking for listings where I can put those skills to work.

For those who don't already know, tell us about ShipYourEnemiesGlitter.com

In short, ShipYourEnemiesGlitter.com is glitter as a service. The idea is that customers can send glitter-filled letters to people they dislike (or to friends as a prank) for only \$9.99. The result is that the recipient unknowingly opens the letter, and glitter gets everywhere. A crazy Aussie developed the idea while on holiday, and did an absolutely phenomenal job marketing it. Within 24 hours the site had generated over \$20,000 in orders and millions of unique visitors, and it was also mentioned by nearly every major online media outlet. In his own words, "he never expected such a massive response" and he "quickly became overwhelmed" putting the site up for sale.

How did you discover the site? And, why did you ultimately decide to place a bid?

I first discovered Ship Your Enemies Glitter while performing one of my regular searches on Flippa. What caught my eye was the fact that bidding was already up to \$60k with hundreds of comments and bids, and this is something I had never seen before. That said, I had no initial plans to buy the site, but I continued following the listing. As the auction moved closer to the end and the price floated around \$70k I started to take more notice. I have a fully staffed warehouse for my other businesses, so I knew it would be relatively easy to add glitter fulfillment to our repertoire. I created projections, and based on the conclusions I drew, it was really a no brainer – I had to place a bid.

Auction Recap

-  \$85,000 Sale Price
-  4.2x Monthly Profit
-  345 Bids
-  1,010 Watchers
-  115 Comments



What are your future plans for the site?

I think a lot of people thought this was just a fly-by-night business, but so far, that hasn't been the case at all. Since taking over, sales and traffic have been steady. Moving forward, we plan to keep the overall concept, simplicity, and tone of the site. However, we'll also be adding a ton of value and continually developing our products and refining and improving our processes. We have an extensive list of new ideas that we plan to roll out, and since launch we have already added the option to pay with a credit card, double the amount of glitter, and include a custom note. In the coming weeks and months you can expect to see mail tracking and Bitcoin payment options, as well as the release of a blog and an app. In short, we'll continue to be not only the most popular glitter delivery service on the internet, but also the best.





Fresh off his \$30,100 winning bid on KeywordXP.com, Karthik Magapu sat down for an interview. Karthik gives inside access to KeywordXP and how he has built a web acquisition company with a portfolio of over 30 websites.

Tell us about your background as a web entrepreneur.

In 2011 I cofounded Hummingbird Web Solutions. Our strategy has been to take over and nurture existing web based businesses. Since founding we have successfully acquired over 30 web businesses on Flippa, and our company now consists of over 50 enthusiastic web developers, designers and marketers who help to run the businesses that we acquire. Our portfolio consists of web businesses related to WordPress, Joomla, E-Commerce, Social Media, Online Marketplaces, and more. However, we are typically on the hunt for Software Product or SAAS based web businesses, where the business has a proven track record of sales and a history of active customers.







When did you start using Flippa and what keeps you coming back?

I have been a Flippa user since it was founded in 2009 and I have enjoyed watching the platform grow into the thriving marketplace it is today. Given the sheer number of high-quality listings there really isn't any other platform out there that can compete. While it is important to always do your due diligence, I have found the majority of sellers are honest and genuine, and my experience overall has been very positive.

KARTHIK MAGAPU

owner of
KeywordXP.com
Purchased for \$30,100

Website Analysis

-  SaaS
-  3 Years old
-  52,606 Page Views
-  23,907 Unique Visitors
-  \$34,408/mo Revenue
-  \$21,121/mo Profit



For those who don't already know, tell us about KeywordXP.com what is the site about?

KeywordXP is a unique Search Engine Optimization (SEO) tool launched in 2012. It operates as a desktop app for Mac and Windows that performs complex keyword research tasks quickly and efficiently. One of the key features of this tool is the ability to extract exact match keyword data directly from Google's keyword planner. Users can then analyze valuable statistics, trends, and graphs surrounding the data and make better decisions about which keywords to use. We currently have over 7,000 active users, and most of these users have been able to dramatically boost their SEO results with KeywordXP.

From a business perspective, why did you ultimately decide to place a bid?

KeywordXP was a great acquisition for us because, while the business is not passive, it can be effectively run with a team. We like to find businesses where we can put a team of software professionals together to manage the product lifecycle, manage customer support, and market the product so it really was a great match. Aside from that, I very much liked the fact that the business was being sold by a reputed seller, Brad Gosse, and that the site had a proven track record in terms of sales and customers. I am convinced that SEO services and tools make up an evergreen market. The reason being that customers in the SEO industry are generally willing to pay for products and services that work, as the ROI achieved through the use of these products and services can be huge.

What are your plans for KeywordXP.com moving forward?

We have exciting plans for KeywordXP, and we'll be carrying forward the great work that Brad and Paul (the previous owners) have already done. Some key things we'll be doing over the next couple of weeks include:

- Actively promote the product to new users.
- Start offering SEO related services around the product.

Auction Recap



\$30,100 Sale Price



1.4x Monthly Profit



27 Bids



203 Watchers



58 Comments



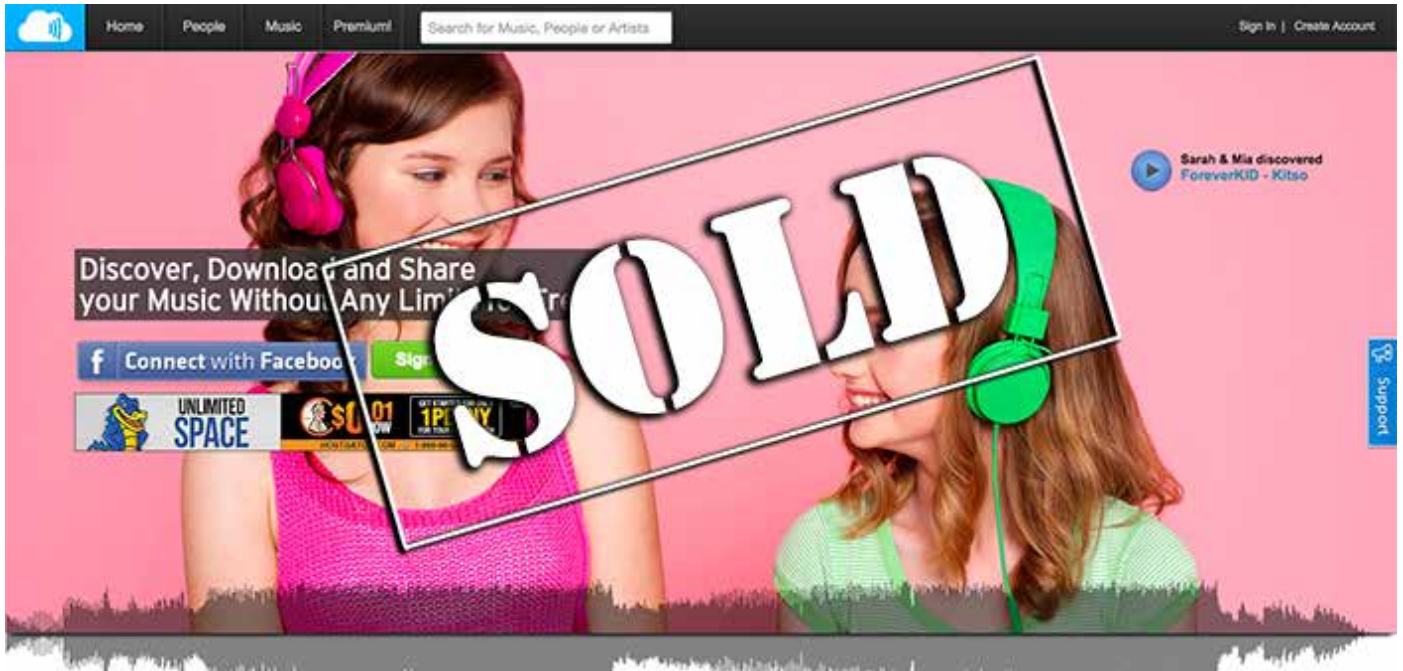
- Relaunch the affiliate program, recruit new affiliates, and contact past affiliates.
- Improve the product to close the feature gap between other best in class tools in this niche.
- Bring customer support to a gold standard and continue to improve the customer experience.

I should also mention that we are continuing to work with one of the original owners, Paul Clifford, to chart out an exciting product roadmap. With the enhancements we are planning KeywordXP is set to be the leading SEO keyword research tool on the market.

Any advice for other web entrepreneurs looking buy websites on Flippa?

Having bought a lot of web businesses on Flippa I certainly have a few suggestions. First, do just as much due diligence on individual sellers as you do on the business itself. You can do this by looking up their LinkedIn profiles, Googling their names, and even setting up meetings on Skype. You need to determine if the person is (1) trustworthy, and (2) someone you would be comfortable doing business with. I usually won't even look at a business unless the seller is willing to share their full name and identity. My next recommendation is search for businesses that will allow you to add value. Unless you can add value in a business, you will probably see a negative return on your investment. Finally, to find the highest quality listings, you need to be actively searching. That means, visiting Flippa often and saving searches. I typically visit the site multiple times a day and I've got saved searches set up so that new listings launched with specific keywords are sent to my inbox. The more active you are, the more opportunities you'll be able to evaluate before you find the perfect match.





This interview was with Angelo Todesco, the new owner of online music service ZippyTune.com, purchased at auction on Flippa for \$20,100. Angelo discusses how Zippy Tune was started, what he plans to do with the site, and why he thought this web business had untapped potential!

Tell us about your background as a web entrepreneur.

I started working on websites at the age of 17. In college, I had the opportunity to work for several website development agencies which helped me continue to fine-tune my knowledge of this industry. After finishing college, I decided to start my own company, Gelsco Ltd, so that I could turn my passion of web development into a career. Since then I have written code for and managed a wide range of sites.







What brought you to Flippa?

I actually found Flippa by chance about 6 months ago after clicking an online ad that directed me to the site. After discovering that people on Flippa were buying and selling websites, domain names, and mobile apps I knew I wanted to participate. I started out by purchasing an established iOS app before moving to established website acquisitions. All in all, the Flippa platform is without a doubt the best in the business.

ANGELO TODESCO

owner of
ZippyTune.com
 Purchased for \$20,100

Website Analysis

-  SaaS
-  4 Years old
-  866,687 Page Views
-  103,051 Unique Visitors
-  \$2,415/mo Revenue
-  \$2,065/mo Profit



Tell us about ZippyTune.com what is the site about? How did it get started?

ZippyTune.com is an online music service in which people can listen to and share music. An Australian web developer created the site so he could share personal music with his friends. It spread really quickly from there, and as the service became more and more popular outside of his group of friends, it was eventually released worldwide.

What motivated you to place a bid?

I think the fact that there was plenty of room for improvement really motivated me to buy the site. By making a number of improvements I think I can easily increase the value. Other than that, I also really like the business model. The site is being monetized in several different ways including advertising and the sale of premium account subscriptions and these multiple untapped revenue streams will help fund our growth.


What are your plans for Zippy Tune moving forward?

We've already got a huge community of artists and music lovers who use the site, and I'm excited to continue to grow that community. To achieve that growth I'll be putting into play a number of plans. First, I've been working on a brand new layout that I hope will improve the user experience. Next, I plan on turning Zippy Tune into a fully responsive website. Next, I'm going to introduce a "Rewards Store" where users will be able to convert download points into gifts. I'll also be releasing a Zippy Tune app for iOS and Android devices. Finally, I'll be ramping up the marketing efforts and advertising the site heavily via AdWords and Facebook. The short-term goal is to increase the number of active users from 175,000 to 200,000 in two months time. The long-term goal is to become the premiere online music community.

Any advice for other web entrepreneurs looking buy websites on Flippa?

My advice would be to have patience. It can take time to find a quality site that fits with what you're seeking, but it is important to check regularly and wait for the right opportunity. The best place to look on Flippa is Editors' Choice. Most of the high-quality sites end up being listed there. If you have access, you should also check out Deal Flow regularly.

Auction Recap

	\$20,100 Sale Price
	9.7x Monthly Profit
	32 Bids
	136 Watchers
	35 Comments





This interview follows up with Paul Wilkins who, along with his business partner Phillip Croy, purchased SeedAndGarden.com for \$22,500 on Flippa. Paul explains how he and Phil got their start buying websites and what their plans are for Seed And Garden moving forward.

Tell us about your background.

My business partner Phil and I have been friends since we were in grade school. Phil has always been an entrepreneur. When most kids were playing hopscotch, Phil was selling bagged lunches and potato chips at a profit. His entrepreneurial spirit continued into high school where he made a bunch of money selling Pokemon cards online. It was probably these ventures that ultimately led to him becoming a CPA. On the other hand, I got more into entrepreneurialism as I started doing more and more residential property management. The fact that there was passive income available to people who were willing to think outside the box in terms of typical salaried jobs really inspired me.







What brought you to Flippa?

I had the capital and Phil had the online sales background and business sense so we decided to acquire a business together. Not long after, Phil's cousin recommended that we check out Flippa, which he said had thousands of websites for sale. Right away we found a young website called CheapMagicSleeves.com, and it was

PAUL WILKINS

owner of
SeedAndGarden.com
Purchased for \$22,500

Website Analysis

-  Ecommerce
-  9 Years old
-  3,650 Page Views
-  1,187 Unique Visitors
-  \$2,437/mo Revenue
-  \$544/mo Profit



honestly too good of a fit to pass. Phil and I grew up playing the “Magic” card game, so we had a pretty good understanding of the customer base for Cheap Magic Sleeves. We bought the site for \$405, and a year later the revenue has grown substantially. While the site still has a long way to go it has been a great learning opportunity.

Tell us about SeedAndGarden.com.

SeedAndGarden.com, an ecommerce site specializing in the sale of high-quality seed starting supplies and fresh seeds at reasonable prices, is our most recent acquisition. The site was founded in 2004 and came complete with detailed descriptions, high quality images, and a place for customer reviews to help home and professional gardeners make better purchase decisions. At \$22,500 Seed And Garden was a much larger acquisition than Cheap Magic Sleeves, and it came with a new set of challenges.

What are your plans for Seed And Garden moving forward?

Right now we’re focused on improving the processes of the business such as those related to inventory control and customer support. We’re also trying to get a better understanding of our customers. Luckily, Phil’s wife is an amateur gardener herself with first-hand knowledge of many of the products we sell. She has been a huge help during the transition. Overall, we’re both very happy with the purchase and we’re looking forward to continuing to grow this top destination for gardening seeds and seed supplies. We’re also excited to continue building our web business portfolio.

Do you have any advice for other web entrepreneurs looking at websites for sale on Flippa?

For anyone considering purchasing a website my one piece of advice is: get ready to work. An online business is a business that comes with responsibilities just like any other. If you are looking for a get rich quick scheme, go buy a lottery ticket. There are an almost infinite number of opportunities to make money online, but you have to be willing to put in the work.

Auction Recap

-  \$22,500 Sale Price
-  41.4x Monthly Profit
-  30 Bids
-  228 Watchers
-  48 Comments





This book is full of case studies and interviews with website buyers, detailing some of the top entrepreneurs on Flippa and the high-end web businesses they have purchased. This interview, however, is focused on someone on the other side of a transaction, a seller. Don't miss this interview with Joel Gross, the seller of Digital-Auto-Gauges.com, an eCommerce site sold at auction on Flippa for \$16,100!

JOEL GROSS

seller of
Digital-Auto-Gauges.com
 Sold for \$16,100







Tell us about your background as a web entrepreneur.

I graduated from the University of Washington in 2006 with a B.A. in business and finance. I also have an extensive background in SEO and website design. In 2009, I founded CoalitionTechnologies, a digital marketing agency that has slowly grown from four people working in my 400 square foot apartment to 50 employees in a 5,000 square foot office space.

You recently sold Digital-Auto-Gauges.com for \$16,100 on Flippa, can you tell us a little bit about the site and how you started it?

I built Digital Auto Gauges in 2008. It was the first eCommerce website that I had ever created. The site itself sells car gauges, mostly for commercial trucks, but also for mass production market trucks as well. I started the company with an idea from a buddy of mine who was interested in auto gauges and cars. After some

Website Analysis

-  Ecommerce
-  7 Years old
-  7,092 Page Views
-  2,650 Unique Visitors
-  \$2,500/mo Revenue
-  \$1,000/mo Profit



research I discovered that this niche market didn't have any strong competitors. Using the SEO skills I have learned over the years, I created an optimized site with unique content, and the business took off.

Why did you ultimately decide to put Digital Auto Gauges up for sale on Flippa?

Since DAG was a side-project I worked on in my free time, I slowly started paying less attention to it as my main business (Coalition Technologies) began to grow. For the last two years, I have not touched the site all. Because of this, it just made sense to sell, and I decided to auction the site on Flippa because the platform is easy to use and has an established userbase of high-net-worth buyers ready to scoop up quality web businesses.

Are you continuing to work with the new owner of the site?

I have worked with the buyer to transition the company, which he now has total control over. I have made myself available to him for the next couple months for questions in case anything arises, but for all intents and purposes the transition has been finalized. I am happy with the price I received from the auction, and I am very much looking forward to seeing the changes the new owner will implement.

Now that you've sold Digital Auto Gauges, do you have any tips for other web entrepreneurs looking to sell websites on Flippa?

I would say the best tip for anyone looking to sell websites, is to make sure that the website is well managed and organized. If you have a high-quality site and are able to effectively convey that to buyers and provide proof of financials and traffic, the process will go smoothly.

Auction Recap

-  \$16,100 Sale Price
-  16.1x Monthly Profit
-  26 Bids
-  40 Watchers
-  1 Comment





Introducing Jesse LaRose, the new owner of OptimumTennis.net, a website he bought via BIN on Flippa for \$55,000! You don't want to miss this interview as Jesse lays out how his first online business flopped, how he recovered and navigated Flippa as a first time buyer, and what he plans to do with Optimum Tennis moving forward.

JESSE LAROSE

owner of
OptimumTennis.net
Purchased for \$55,000

Tell us about your background as a web entrepreneur.

I graduated from Purdue University with degrees in Engineering and Industrial Management. After graduating, I worked for several large companies including Caterpillar, Home Depot, and The Kraft Group (the guys who own the New England Patriots), before ultimately starting my own environmental consulting business, ESE Solutions. It wasn't until 2014 that I began building web businesses. My first pure web based business was Interns365.com, a site I hoped would enable other small businesses to efficiently hire paid and unpaid interns to support their businesses. However, after some very positive initial feedback, it proved too expensive to acquire customers and too difficult to rank organically due to the significant competition from well established job boards. Because of this, I myself began looking for an established web-based business.

What brought you to Flippa?

To be completely honest, I can't remember how exactly I found Flippa, but I do remember being impressed at how robust the

Website Analysis

- Digital Ecommerce
- 5 Years old
- 55,311 Page Views
- 32,779 Unique Visitors
- \$2,816/mo Revenue
- \$2,669/mo Profit



platform was for buying and selling websites. As mentioned earlier, since the Interns365 project hadn't been as successful as I had hoped, I was already on the hunt for an established business. Specifically, I was on the hunt for something in the recreational sports area, as I longed to own a business that would allow me to take lessons and learn from different recreational sports professionals as part of the daily operations of the business. And that's when I found OptimumTennis.net

Tell us about OptimumTennis.net, and why you ultimately decided to place a bid

OptimumTennis.net is a tennis instruction site with over 250 free instructional articles on how to play tennis. It also has 3 paid premium eBooks and an instructional video course taught by the head of one of Europe's leading tennis academies. I came across the listing by searching for established sports sites over a certain monthly revenue threshold. I liked that it had a solid backlink profile, that it had maintained its organic Google search rankings despite no new content being added for a year, and that there were plenty of opportunities to tighten up the monetization strategies and user experience. There were a couple of other sites I looked at, but Optimum Tennis just seemed to be the perfect fit.

What have you done with the site since you bought it?

First, I moved the site into a Content Management System (CMS). Then I transitioned to a premium-hosting provider and undertook a complete a redesign. I was very careful about this and maintained all the original content, menus and link structure to avoid a drop in rankings. Nevertheless, the site took a hit and I about went insane clicking refresh on Google Analytics waiting for it to recover. Thankfully, it bounced right back up after about a week.

What are your plans for OptimumTennis.net moving forward?

My plans are to work full-time on the site. I'll be making considerable investments of both time and money. Longtime visitors of the site can expect to see a lot of improvements to the content, a lot more exclusive video footage, and a lot more resources to make it easier for them to learn, train, and get the

Auction Recap

-  \$55,000 Sale Price
-  20.6x Monthly Profit
-  22 Bids
-  121 Watchers
-  25 Comments



right equipment. I want to take what the site is now and continue to grow it into a hub where tennis pros can showcase their offerings and grow their businesses. I'm also looking into adding a store that would allow users to easily compare tennis products from multiple retailers directly on our site. I've got a ton of other ideas from daily deals, to affiliate sales of other video courses, to news aggregation, to pro hubs where users can find everything they want to know about their favorite players. My goal is to quickly test as many ideas as possible, and uncover the right mix for our users.

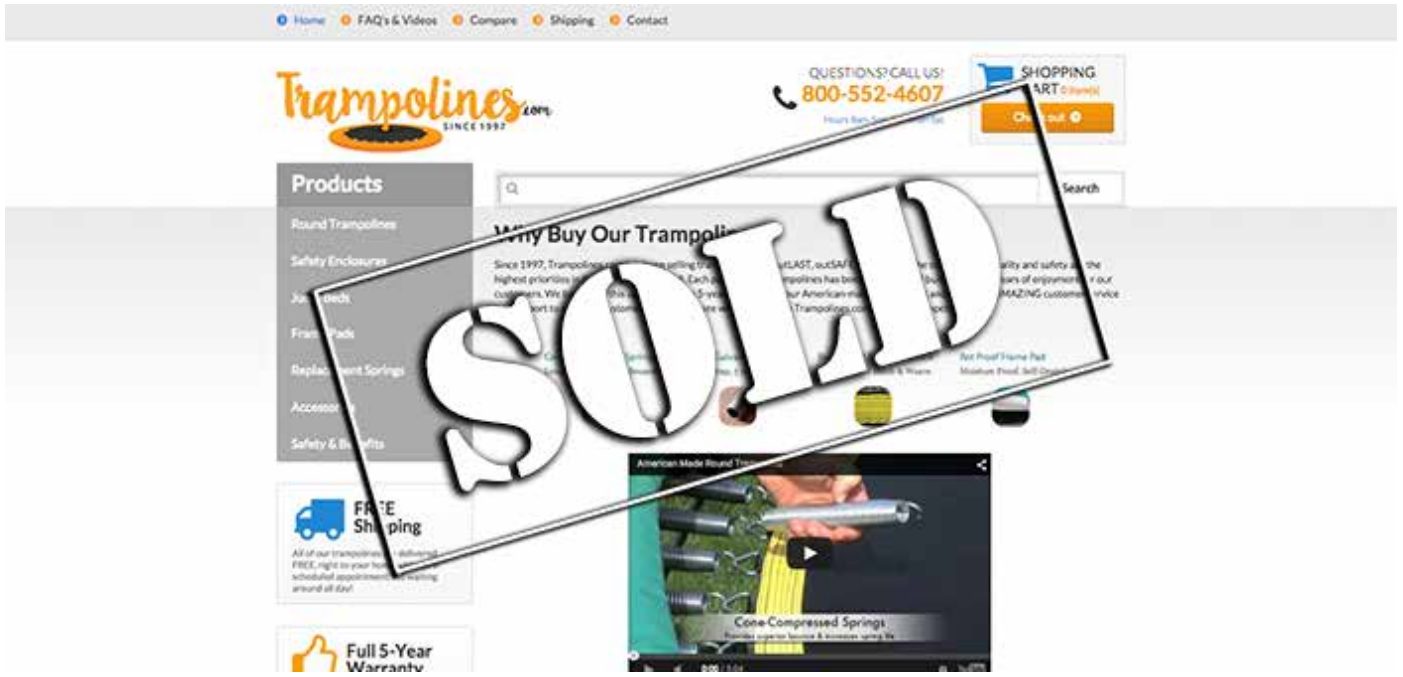
Any due diligence tips for other web entrepreneurs looking buy websites on Flippa?

Since this was my first purchase, I'm not sure I'm in the best position to give advice, but I can certainly share a short list of the processes I went through to research the site and come up with what I felt was a reasonable bid amount.

1. Value the traffic.
2. Value the financials.
3. Value the email list.
4. Value the content.
5. Value the uniqueness of the opportunity.
6. Research sales of similar sites on Flippa.
7. Set up a Skype meeting with the seller to discuss the finer details.
8. Do live screen share sessions to verify traffic, financials, and any other metrics material to the sale.
9. Determine what the site is worth, and what the maximum price you are willing to bid on it is.
10. Offer a BIN via PM!

Number 10 is actually very important. Assuming you have done your homework and determined that the site is worth much more than you are willing to bid on it, then it doesn't hurt to offer the seller a BIN via private message with the objective of buying the site at a significant discount before other users have a chance to take the bidding to a higher price. In the case of the Optimum Tennis sale, it was important to the seller to close quickly with someone who had available funds, so I lucked out when the seller accepted my offer and ended the auction early.





For this interview Christopher Tracy, who purchased the online business Trampolines.com at auction on Flippa for \$81,500, jumps straight into Trampolines, his plans for the site going forward, and his experience as an online entrepreneur.

Tell us about your background as an online entrepreneur.

I think there's a misconception that web entrepreneurs are always in small start-ups working in someone's garage or basement. I've been actively involved with web ventures in one form or another since the "heydays" of 1999. I've been extremely fortunate to work at many great internet companies including America Online, Ancestry.com, NextCard.com, and most recently as CEO of One on One Marketing.

At these companies we were often looking to acquire other internet businesses and web properties. These experiences taught me how to evaluate websites, business models, and opportunities.

What brought you to Flippa?

I think Flippa is the best platform if you're interested in buying and selling online businesses and/or domain names. I don't remember exactly how I first arrived at the site, but I think it's a great resource, easy to use, and very informative.

CHRISTOPHER TRACY

owner of

Trampolines.com

Purchased for \$81,500

Website Analysis

Inventory/Dropship Ecommerce

18 Years old

6,383 Page Views

2,732 Unique Visitors

\$6,452/mo Revenue

\$2,659/mo Profit



Tell us about Trampolines.com, and why you ultimately decided to place a bid.

First off, if I had a quarter for each friend that said they had also considered buying this website, I think I'd have made my investment back already! The Trampolines.com URL is a great unique name in an industry that does not have many well-known brands. My kids teased me that for years that I would never own a trampoline. Several years ago we bought a house that had an in-ground trampoline and since then I've seen firsthand that it's great product for the entire family!

It's a gathering place for the kids, and it really provides a great workout. I truly believe that you should only invest in products and services that you believe in – so you can call me a trampoline convert! The prior owner of the website had other businesses and never had the chance to invest heavily into this business.

Ultimately, I bought this website because I believe in the products it sells and see an opportunity to invest and grow the business.

What have you done with the site since you bought it?

Well it's only been a few weeks, but my business partner and I have been pretty busy. We migrated the site over to a premium ecommerce hosting site and completed the first phase of a web redesign. The prior site had issues with the shopping cart, and that's a huge issue that's been resolved. We were very careful to maintain the site content and link structures and so far, everything has held up well.

What are your plans for Trampolines.com moving forward?

There will be three main areas that we will be addressing over time. First, we will continue to invest in the actual site making sure we've nailed down the user experience and understand the core messaging for what our customers want and need. Secondly, we hope to expand the current product line. Lastly, with those two in place, we will invest in growing the traffic to the site.

Auction Recap

	\$81,500 Sale Price
	30.7x Monthly Profit
	13 Bids
	305 Watchers
	31 Comments



Any due diligence tips for other web entrepreneurs looking to buy online businesses on Flippa?

First, I believe good investments come from disciplined decisions. The best way to do this is to have a framework in place to evaluate an opportunity well before you see it. This helps to remove the emotion from a decision. Web properties and online businesses have lots of data and buyers should always use that data (both quantitative and qualitative) as part of their investment decision. All that said, it's rare that all the numbers will line up or even be available. In which case, an investor needs to also trust their instincts. Secondly, always evaluate the seller and their motives for selling. Reach out to the seller and have conversations about the business.

This is a really informative and important step in the process. Lastly, have conviction about why you are making your investment and your plans for the website. Use your due diligence period to affirm your investment thesis.





This interview is with Adam Persak and Michał Zubkowicz, two successful online entrepreneurs who purchased the SaaS site [Muscula.com](https://muscula.com) at auction on Flippa for \$25,100! Adam and Michal give an insiders look at Muscula, what they'll do with it moving forward, and their tips for other online entrepreneurs on Flippa.

Tell us about your background as web entrepreneurs.







Our company, Universe Surf GmbH, has been present on the German market for over 15 years. We specialize in automating software development processes, as well as providing cloud services. Our team consists of people experienced in both corporate and small business. Though we mainly focus on internal projects relating to our existing sites, we occasionally make acquisitions as well.

How did you guys discover Flippa?

We were users of Muscula.com ourselves, and we discovered it was for sale through a banner on the site, which of course led us to Flippa. It was our very first website auction. Overall, we had a good experience with Flippa, and we're certainly encouraged at the potential of enriching our website portfolio further through the platform.

**ADAM PERSAK &
MICHAŁ ZUBKOWICZ**
owners of
MUSCULA.COM
Purchased for \$25,100

Website Analysis

-  SaaS
-  4 Years old
-  1,227 Page Views
-  628 Unique Visitors
-  \$1,449/mo Revenue
-  \$1,299/mo Profit



Tell us about Muscula.com, what is the site about and why did you ultimately decide to place a bid?

Muscula is a SaaS business and online tool that can be implemented by website owners to log and monitor JavaScript errors experienced by website visitors. Website owners simply add a piece of Muscula code to their websites and the system will begin monitoring exactly how and under what conditions a given error occurs. Roughly 89% of all websites use JavaScript, so there is a huge market out there as we believe nearly every website based on JavaScript should be actively monitoring for errors.

What have you done with Muscula since you purchased it, and what are your plans for the site moving forward?

After we won the auction our Creative Director (Arthur Niznikiewicz) began rebranding and improving the visual aspects of the site. Fast forward a few weeks later, and we now have a new logo and website design. The next step will be an intense marketing campaign. From a product standpoint, we are focused on implementing error prediction, which means that in addition to identifying and solving a client's existing errors, we will also be able to help alert them to potential future errors. We think this will be a significant advancement that will drive a lot of new interest.

Any advice or recommendations for other online entrepreneurs looking buy websites on Flippa?

Find sites you are passionate about. For example, before we discovered Muscula was for sale, we were using Muscula on a bunch of our own sites. This made the purchase easier because we were already intimately involved with the service and fundamentally understood the problem it solved. Of course, this is not to say that you should be a longtime user of any site you buy, but rather, if you are looking at buying a site (especially a SaaS site) you should understand how it works and you should make sure you believe in the service it offers.

Auction Recap

-  \$25,100 Sale Price
-  19.3x Monthly Profit
-  70 Bids
-  79 Watchers
-  32 Comments



Congratulations, you've finished reading this book, and you're now armed with the knowledge needed to make your own inspirational acquisitions.

So, what's next? How do you take the information in this book and put it into practice just like the web entrepreneurs you've been reading about? The first step to emulating these entrepreneurs is to **start searching for acquisition targets**. Of course, before you can find a suitable website, you first need to know how and where to look.

One of the best ways to find web properties on Flippa that meet your individual needs is to **set up a saved search**. A saved search allows you to set certain parameters and criteria for the type of website you are looking to acquire. The criteria might be a specific keyword or niche such as "dating", or it might be traffic and revenue minimums along with a specific business model such as eCommerce. After you've set up a saved search, we'll email you once a day with a list of websites matching your criteria.

While saved searches can certainly save you a lot of time, there is always going to be a risk that a quality web property might fall outside the criteria you have set. Thus, you should still **manually check Flippa on a regular basis**. On that front, one of the best places to look is **Editors' Choice for Websites**. The listings in this premium section of our marketplace are hand-selected by our Editors and have all passed a basic due diligence screening.

Perhaps after reading this book you're still interested in learning more about web acquisitions on Flippa, in which case you should **download our free Website Buying and Website Selling guides**. These guides are packed with tips and tricks ranging from effective search methods, to valuation techniques, to auction management strategies.

Finally, to help you get started on your Flippa journey, we've included **a gift just for you on the next page**. Enjoy, and thanks again for reading Flipped!



TWEET ABOUT IT!



Do you have a website earning \$1,000/month or more that you'd like to sell? Shoot us an email at websites@flippa.com. We'll be happy to give you a valuation of what it might sell for on Flippa and help you to achieve the best sale price.



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with coupon code: FLIPPA.

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CLAIM

One Month Free
By Learnable



One free month with Learnable to learn
all you need with design, coding and
everything else.

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