

Unique Lead Generation Service for the Real Estate Professionals



TARGET PRICE

\$3,000,000

GROSS REVENUE

\$1,289,032

EBITDA

631798

BUSINESS TYPE

E-commerce Business,
Internet Businesses

REAL ESTATE

N/A

ESTABLISHED

2020

COMPETITION

This company does not have any direct competitors making them a leader in their Industry. Its unique offering and high client satisfaction rate gives the company competitive advantages in its field.

GROWTH & EXPANSION

Building on its established foundation and current growth trends, this company is positioned for a new owner to take the brand to its next level. Some strategies for future growth include: Implement a referral system Add more marketing channels: Google (PPC), Cold email, Affiliates networks Increase price from a one-time fee to a recurring model for extended support and training Upsell - build a coaching program focused on sales training to teach agents best practices for closing the leads/prospects generated from the webinar

COUNTRY

Canada

BUSINESS ID 64, 8/23, 12:33 pm
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L# 20220334

Description

Having reviewed all of the types of marketing for the real estate industry and determined the respective pros and cons, this company came up with a new way to provide lead generation for real estate industry professionals. It didn't create a better way of lead generation but created a NEW category, a NEW unique solution - Webinars. This company provides training to real estate professionals on how to generate leads through online webinars. Its staff conducts training calls with real estate agents and mortgage agent/loan officers on how to duplicate its system for hosting successful webinars. The business is successfully run by its owners and staff who all work remotely. In its short time since inception, this company has experienced tremendous success having grossed over \$2M CAD to-date! The business continues to experience growth with revenues up 113% and profits up 51% for Jan-Jun'22 over the same period last year. Key Benefits

- Growing
- Unique service offering in its marketplace
- Demonstrated clients' success and very high satisfaction rate with the program
- 50%-60% profit margins with little overhead
- Proprietary Process - Custom CRM platform for clients

Financial Summary TTM Gross Revenue \$1,289,032 USD TTM Cash Flow \$631,798 USD TTM Gross Revenue \$1,659,178 CAD TTM Cash Flow \$813,219 CAD *Converted from CAD to USD at the exchange rate of 0.77691 on 6/30/22. USD equivalent at time of sale will vary based on exchange rates.

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