

How Much Is Your Wholesaling Website Worth

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Savvy real estate wholesalers are building up big wealth in their digital assets. So how much is your wholesaling website worth?

Wholesaling websites can help not only fuel investors with lots of real estate leads and extra income, but can accumulate substantial wealth in and of themselves. In fact, according to a new report from website broker Digital Exits online businesses have been steadily selling for more than their offline competition.

If you are running a real estate wholesaling website anyway, why not pay attention to building extra value in it which can help attract investors and turn it into an extremely valuable asset which could be sold off in the future, at least if life emergencies take you away from the property industry? Or to make it easy for heirs to cash out?

According to the study which covered two years of online business sales data and 250 transactions the average sales price of an online business was over \$514,000. Many have obviously sold for millions, with giants like Google even snapping up technology related startups for billions in cash.

Of course some real estate websites aren't worth anything much at all. Some simply litter cyberspace with junk. So what makes a website valuable and how can you increase the value of yours?

Fortunately for real estate investors valuing an online business is much like real estate. You can either use the comparable sales method, or perhaps better; the income approach.

Digital Exit's founder Jock Purtle reveals that not mobile apps or lead generation sites, but e-commerce and advertising models sold for the highest multiples of earnings. Those selling in the 2 million to 5 million range actually sold for the highest multiples, but Jock predicts a surge in under \$200,000 website demand as investors get hungrier in 2014.

Other factors which can affect value include ease of operations, overhead, track record, multiple income streams, list size, and uniqueness. This can help make a simply wholesaling website with multiple revenue streams, a tight outsourced team, which is attracting opt-ins and has relationships with lenders like Best Transaction Funding for liquidity and low or no debt very attractive to online business buyers, especially if they are able to develop good branding.

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