

Internet Business Broker Expert Coaches Website Owners How to Sell For Optimal Price

YELM, Wash., Feb. 6, 2013 (SEND2PRESS NEWSWIRE) – David Fairley, president and founder of Website Properties (WebsiteProperties.com), has successfully helped people to buy and sell Internet-based businesses since 2002. And 2013 is shaping up to be another strong year in the online business sales niche.

An industry expert, Fairley is not only an established website broker, but a successful website owner too. He specializes in appraising and selling Internet-based businesses and maximizing his clients' financial success.

WebsiteProperties.com provides valuable industry advice, current market valuations and key insights on preparing and selling established and profitable website businesses.

Fairley, a well-known Internet entrepreneur, has owned, operated and sold more than 65 website businesses including the wildly successful Hammocks.com and Strollers.com.

"It was those experiences that led me to become a website broker," Fairley says. "I wanted others to benefit from my experience and, at the time, there were no other brokers who were knowledgeable about online business fundamentals and valuations. After all, it's not just about brick and mortar businesses anymore. Some of the most successful businesses such as Amazon, Google, Zappos and eBay are all Internet-based."

Fairley adds that WebsiteProperties.com represents the "cream of the crop."

"Our clients' website businesses are vetted to ensure they have strong fundamentals and complete, accurate and verifiable financial data," he says. "Our buyers include top Internet 500 CEOs, private equity groups, Internet entrepreneurs, corporate executives, and high-net worth individuals who have come to expect high quality listings with fair market selling prices and thorough documentation."

And, unlike conventional business brokers who primarily list and sell traditional brick and mortar business, Website Properties only represents and sells online businesses.

"Internet businesses are a viable business option for many people," Fairley says. "They're easy to relocate, require lower overhead, are often highly automated and scalable, operate 24/7, and are accessible to a global marketplace. They also sell quickly. Internet businesses average three and a half to five months; brick and mortar-based businesses average 13-15 months."

WebsiteProperties.com coaches sellers how to prepare for an optimal sale.

Keeping accurate books and presenting financial and statistical data that is easily verified during due diligence is critical. In addition, operating the business professionally and maintaining or growing it while in the selling process shows confidence to any prospective buyer. It becomes more compelling and attractive and typically leads to a quick sale on the higher end of the market.

About Website Properties:

Website Properties specializes in selling established website businesses that range from \$100,000 to \$10 million. To date, it has sold more than 250 websites for a total of \$40 million.

Its brokerage services are comprehensive and staff works with clients from start to finish. The process for buyers and sellers begins with establishing a clear and well-focused picture of business goals.

More information: <http://www.WebsiteProperties.com/> .

News issued by: Website Properties



Original Image: https://www.send2press.com/wire/images/13-0206-webprops_72dpi.jpg

#

Original Story ID: 2013-02-0206-001 (8504) :: Internet-Business-Broker-Expert-Coaches-Website-Owners-How-to-Sell-For-Optimal-Price_2013-02-0206-001

Original Keywords: David Fairley, Website Properties, preparing and selling established and profitable website businesses, sell a web business, Internet entrepreneurs, corporate executives, and high-net worth individuals Website Properties Yelm Washington

State YELM, Wash.

Alternate Headline: Website Properties' David Fairley provides current market valuations and key insights on selling established profitable web businesses

NEWS ARCHIVE NOTE: this archival news content, issued by the news source via Send2Press Newswire, was originally located in the Send2Press® 2004-2015 2.0 news platform and has been permanently converted/moved (and redirected) into our 3.0 platform. Also note the story "reads" counter (bottom of page) does not include any data prior to Oct. 30, 2016. This press release was originally published/issued: Wed, 06 Feb 2013 04:55:01 +0000