

Flippa

Start Selling on Flippa



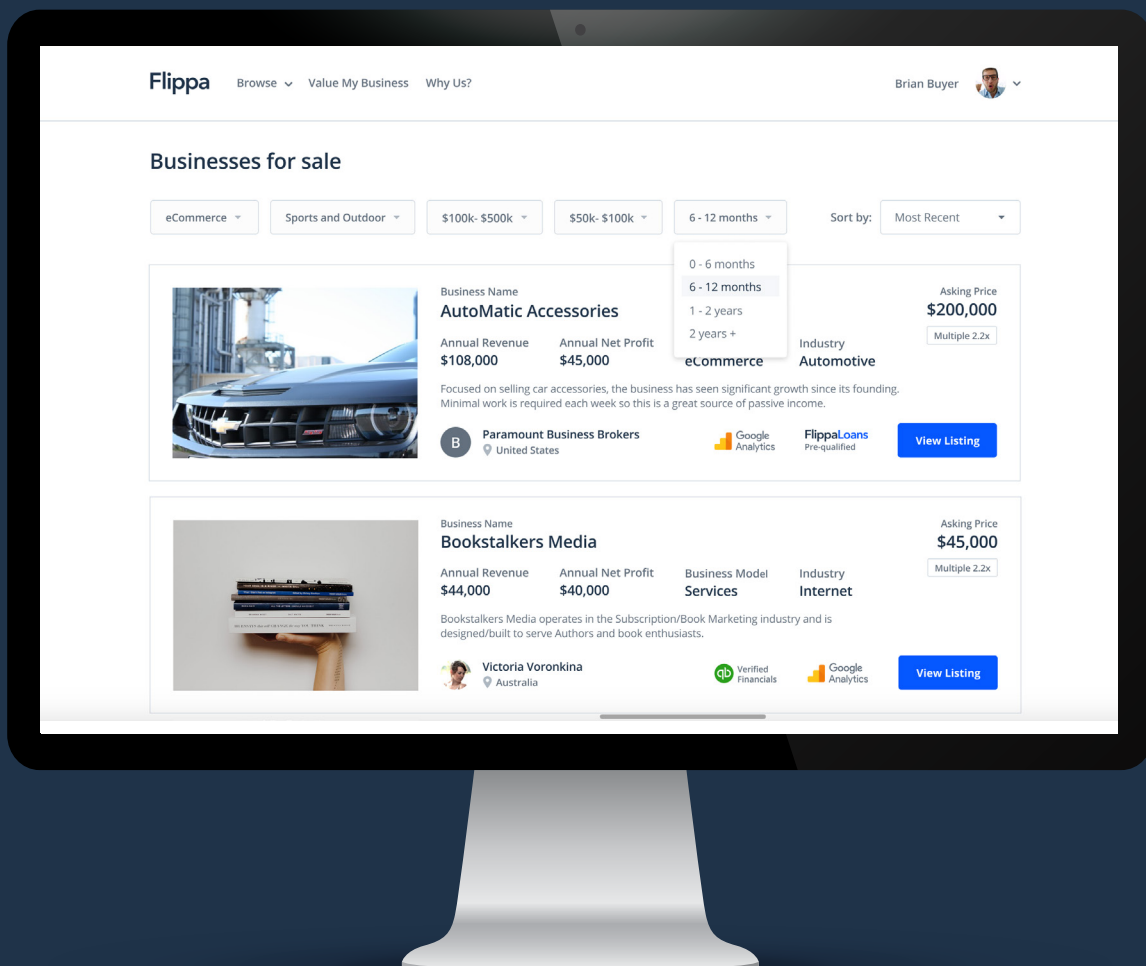
It's easy to sell your business on Flippa!

Want to list fast, connect with buyers and sell your business to someone just as passionate as you?

You're in the right place.

Flippa is a safe and secure place to sell your business. A business sells on Flippa every hour.

This 2019 Flippa Seller Guide will help you to start selling and provide details on improving your listing, naming your price and getting paid.



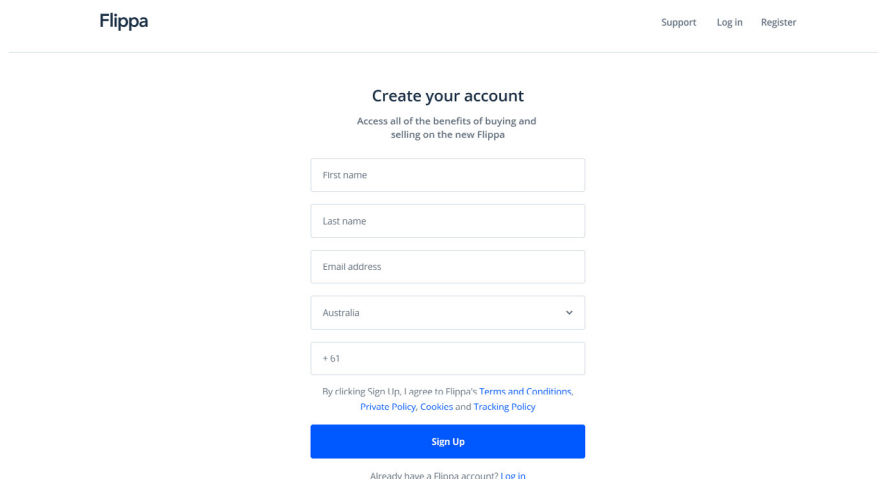
1. How do I start selling?

To sell on Flippa, you will need to verify your identity and [register as a Seller](#).

Once registered, start selling by selecting **Start Selling** on Flippa.com.

If you have been trading for more than 6 months, are currently generating a profit and have a verified P&L (Profit & Loss) statement, you should choose **Sell My Business**.

If not, you may like to **Sell Your Asset** on Flippa. An asset on Flippa is considered is a domain name, starter website (not yet profitable) or app.



The screenshot shows the Flippa website's registration page. At the top, the Flippa logo is on the left, and 'Support', 'Log in', and 'Register' links are on the right. The main heading is 'Create your account', followed by a subtext: 'Access all of the benefits of buying and selling on the new Flippa'. The form contains five input fields: 'First name', 'Last name', 'Email address', a country dropdown menu (currently showing 'Australia'), and a phone number field (starting with '+ 61'). Below these fields is a line of text: 'By clicking Sign Up, I agree to Flippa's Terms and Conditions, Private Policy, Cookies and Tracking Policy'. A blue 'Sign Up' button is positioned below this text. At the bottom of the form, there is a link: 'Already have a Flippa account? Log in'.

[Register to start selling](#)

2. What does it cost to list?

Flippa charges \$15 per month. A success fee is payable with a successful sale. This fee is dependent on the achieved sale value. [View success fees](#).

3. What is the difference between Flippa self Service and Broker Matching?

You can choose to **Sell Your Business** on Flippa via our *Self Service* or our *Broker-Matching Service**.

With **Self Service**, a Flippa account manager will assist you with the sales process but you will ultimately represent yourself when communicating and negotiating with buyers.

With our **Broker-Matching Service**, we will connect you with one of our expert and specialized broker partners, who will manage the entire sales process for you. Flippa will still oversee the sale, market and promote your listing.

**Note that you can only use the Broker-Matching Service if your business has an annual net profit exceeding \$100,000.*

Flippa Step 3 : Choose your Flippa Service Pricing Support Robert Seller

Select Assisted Service or be matched to a Broker

Assisted Service

US\$ **15** /month
+ 5% Success Fee

* Success fees are dependant on your actual sale price. [View success fees](#)

Who is this best for?
Smaller websites and online businesses. You will be partnered with a Flippa account manager and manage the sale on the Flippa platform.

☐

Broker Matching

US\$ **15** /month
+ 15% Success Fee

Who is this best for?
Use our marketplace and get connected to a verified broker. You are a business with minimum annual gross profit of \$100,000

☒

☒ By choosing this option I acknowledge that my listing will be presented to up to three relevant brokers. Brokers will then assess your business for suitability. You will be able to choose which broker suits you best. For full broker management details [click here](#).

< Back Continue

Choose self service or broker matching

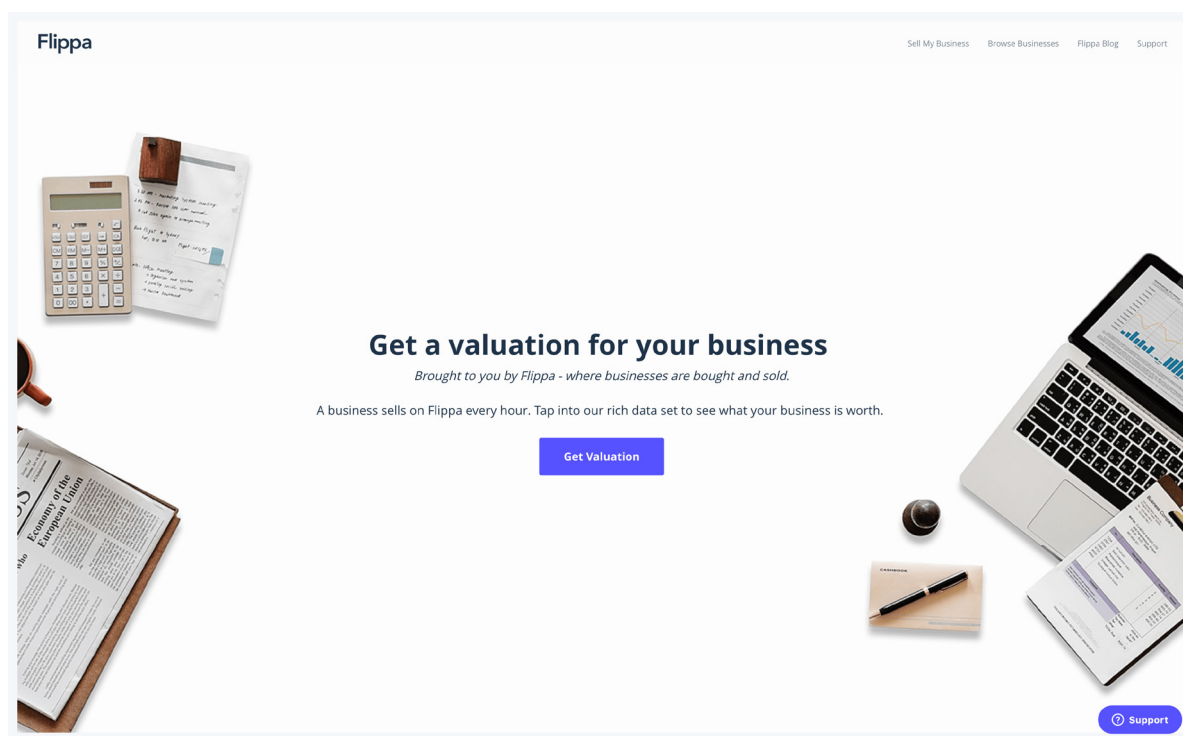
4. What can/should I sell my business for?

Not sure what asking price to set for your business? You can get a sense of how much your business is worth using Flippa's [Online Valuation Tool](#)^{*}. You can tweak this price to suit you.

At Flippa, an online business generally sells at a negotiated value of between a 2-4x multiple of earnings, or 2-4 x net annual profit.

Be sure to keep your **asking price** close to buyer expectations. Avoid ambit claims with the view that eventually you will negotiate down. A reasonable seller valuation is always the key to a successful sale! You are better off being more reasonable, attracting interest from multiple prospective buyers and then negotiating up on the basis of demand.

^{}[Flippa's Online Valuation Tool](#) produces a general sale estimation range and should be used as a guide only.*

A screenshot of the Flippa website's homepage. The top navigation bar includes links for 'Sell My Business', 'Browse Businesses', 'Flippa Blog', and 'Support'. The main content area features a large heading 'Get a valuation for your business' with a subtext 'Brought to you by Flippa - where businesses are bought and sold.' Below this, a line of text states 'A business sells on Flippa every hour. Tap into our rich data set to see what your business is worth.' A prominent blue button labeled 'Get Valuation' is centered. The background is decorated with images of business-related items: a calculator, a notepad with handwritten notes, a laptop displaying a line graph, a pen, and a newspaper clipping titled 'Economy of the European Union'. A 'Support' button is located in the bottom right corner.

[Flippa's Online Valuation Tool](#)

5. How do I create a listing?

When you are ready to list your business, you will start by describing what you're selling and setting a price.

Be sure to give your listing a **clear, concise and compelling title** and a **detailed, easy-to-read description**. Use correct spelling and complete, grammatically correct sentences. The more information you can provide, the better. **A business with a more detailed description is considered to be more valuable and professional.** It will attract more buyer interest and is likely to sell at a higher price than a business with a short, less detailed description.

This is a good example:

"Beverly Diamonds is a leading online jewelry retailer. Founded back in 2002 we were one of the first and today we are one of the largest online jewelry retailers. 2018 Revenue totaled \$2.2m. This business has invested in growth with significant material opportunity for further acceleration. The 2018 turnover represents 48% YOY growth. We're proudest of our customer reviews. Across review websites like TrustPilot, The Knot and WeddingWire we are consistently ranked 5 out of 5. This sets us apart and the word of mouth flow on effect makes referrals our single biggest customer acquisition strength.

On site we sell:

- Engagement Rings
- Wedding Sets
- Earrings & Studs
- Pendants
- Bracelets

The site itself is well optimized with full product merchandising including 360-degree imagery and video reviews. And, we've seen success with our financing product powered by Affirm. Branding wise we are well respected and consistently receive media coverage from the likes of the ABC, CNBC, TheKnot and other mainstream publishers/media.

NOTE: Approximately \$250,000 in expenses can be added back and will be disclosed as SDE (Seller Discretionary Earnings)."

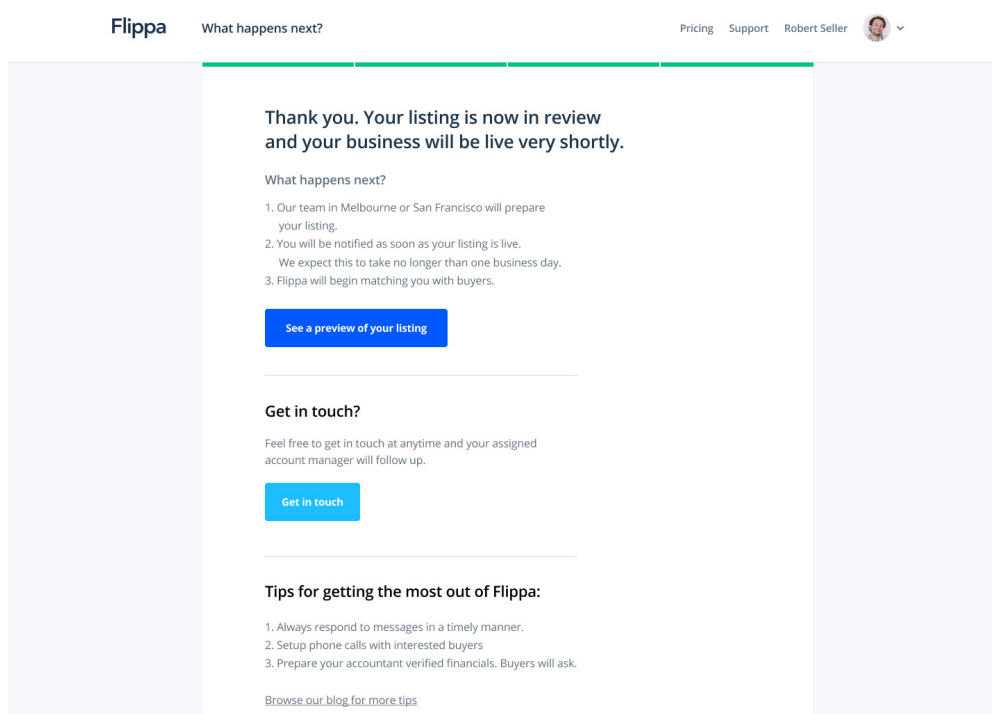
You will be asked to outline **key aspects of the business**, its operation, performance and points of difference. Specifically, you will need to describe your business (in one-line), what it does, its core propositions and operations, how it makes money, why someone would want to buy it and how they could improve it.

You will also need to nominate **business strengths, opportunities, key day-to-day operations** and **marketing tactics**. We have some pre-set options for you to select.

If you make a mistake, or need to take a break, don't stress. You can save a draft of your listing and go back and finish it later.

I'm stuck and I'm not sure if I've done the best job describing my business. What should I do?

Don't stress, your account manager will review your listing and call you to make amendments and improvements if necessary. During the call, you will be asked a series of questions. It's important to answer all these questions in as much detail and as truthfully as possible. There's no point in keeping skeletons in the closet. .



The screenshot shows the Flippa website interface. At the top, the Flippa logo is on the left, and navigation links for 'Pricing', 'Support', and 'Robert Seller' (with a profile icon) are on the right. The main content area has a light blue background and contains the following sections:

- Thank you. Your listing is now in review and your business will be live very shortly.**
- What happens next?**
 - 1. Our team in Melbourne or San Francisco will prepare your listing.
 - 2. You will be notified as soon as your listing is live. We expect this to take no longer than one business day.
 - 3. Flippa will begin matching you with buyers.
- A blue button labeled **See a preview of your listing**.
- Get in touch?**
 - Feel free to get in touch at anytime and your assigned account manager will follow up.
- A blue button labeled **Get in touch**.
- Tips for getting the most out of Flippa:**
 - 1. Always respond to messages in a timely manner.
 - 2. Setup phone calls with interested buyers
 - 3. Prepare your accountant verified financials. Buyers will ask.
- A link: [Browse our blog for more tips](#)


Our team will prepare your listing

6. Can I keep my business name and URL secret?


At Flippa, we understand the importance of privacy. You may not want everyone to know you're selling.

For this reason, we have **private** listings. You can change your listing to 'private' during the listing creation process. If your listing is private, the business name and URL is hidden. All other information and attachments will however remain visible so **be careful when revealing identifiable information**.

A verified, interested buyer can ask to see the business name and URL in the discussion forum. They will be asked to sign an **NDA**. You may approve or disapprove their request.

**Non-Disclosure Agreement**

Would you like to protect this listing with an NDA?

 NDA protection guarantees that only verified buyers have access and you will be able to view their profile (photo, bio and reason for interest)

☒ Make my listing confidential and subject to a non-disclosure agreement.

Which jurisdiction should this NDA be governed by?
(Enter country or state)

Example: California, USA or England

About you

Bio

Make your listing confidential

7. Do I have to provide a photo?

Yes. Please upload a **clear, high-quality image** to represent your business. Choose carefully. This photo should allow buyers to immediately understand the nature of your business. We recommend a **webpage or storefront screen grab**. Please don't add borders, text or watermarks as Flippa will also use it for marketing.


You will also need to upload a 120px x 120px image for your user account. This needs to be a photo of you, the owner of the business, or someone with the rights to sell the business (a designated representative or company director/principal).

Flippa

Businesses ▾ Assets ▾ Start Selling Value My Business Why Us?

Pricing Support Brian Buyer ▾

All Categories > Sports and Outdoor > Confidential



FOR SALE

Business Name
Confidential

Business Model
Services

Industry
Sports and Outdoor


\$15,000 Asking Price


Multiple 2.2x

To access this listing you will need to sign an NDA

Sign NDA for access

The business rents Duke of Edinburgh Awards (DofE) expedition kits (tents and other outdoor equipment) to schools in the UK.

 This business owner has connected their business financials with QuickBooks Online.

 This business owner has connected their site traffic with Google Analytics.

Facts and Figures

Location
Australia

Date of Founding
2015

Full-Time Staff
1-10

Annual Revenue
\$10,000


Annual Expenses
\$2,500

Annual Net Profit
\$7,500

Profit and Loss
[Sign NDA for access](#)

Evidence of Revenue
[Sign NDA for access](#)

Business Owner

 **Confidential**
Sweden

Buyer Services

FlippaLoans
Powered by Guidant Financial
Enquire about using your 401K / IRA. Or obtaining a Small Business Administration (SBA) loan.
[Enquire Now](#) →

FlippaFinder
Not interested in this business?
We can find a business for you.
[Learn More](#) →

Flippa Tips

Recent Performance

A quality image is important

8. What financial information do you need?

A **critical part** of your listing is the financial information that you provide.

You will be asked to provide both a **Profit and Loss Statement (P&L)** (ideally 12 months, or at least 6 months) and **evidence or proof of revenue** to help buyers fully understand the financial health of your business.

A P&L is a financial statement that summarizes the revenue and expenses incurred by the business. It comprises revenue (income and sales), operating expenses and add-backs*.

You will then need to **verify revenue**. For example, this may take the form of an extract from the reporting section of your eCommerce platform (such as Shopify or Amazon), the reporting section of your monetization portal (such as AdSense) or any accounting software (such as QuickBooks or Xero).

**Note: Flippa does enable a one click connect to Quickbooks Online. For Quickbooks users this takes the hard work out of the financial verification stage. Simply login and the system will extract and publish the data. This is optional.*

The screenshot shows the 'Step 2: Build your listing' page on Flippa. The main heading is 'Provide financials'. Below it, a light blue box asks 'Do you generate revenue? If not, enter zero in each of the fields below.' with a green circular icon. A paragraph explains that buyers look for a P&L and verifiable revenue, and offers two options: connecting to QuickBooks Online or entering details manually. 'Option 1: Connect to QuickBooks Online' includes a note that the user must be a QuickBooks customer and a green 'Connect to QuickBooks' button. 'Option 2: Enter and upload your financial details below' is followed by a section for 'Annualized information'. This section has two input fields: 'Annual Revenue (Prior 12 month period)' with the value '\$10,000' and 'Annual Expenses (Prior 12 month period)' which is currently empty.

You can connect to Quickbooks Online

A seller discretionary expense could be included as an add-back as it is not required to operate and manage the business. It is something that could be reduced or even completely eliminated in the short-term with no immediate impact on the profitability of the business. For example, building or equipment maintenance, research and development, employee training, advertising.

Finally, **we encourage all business owners to input financial data (revenue and expenses) for the prior three months.**

This helps prospective buyers ascertain the current performance of your business, something most say is critical to determining interest.

8a. I've never invested time and energy into my accounts, they aren't up to date and are a bit of a mess.... What should I do?

Speak with your Flippa account manager. Flippa offers a one-time bookkeeping service for a small fee. You'll provide access to your bank feeds (a.csv file) plus other key financial information and we'll pull this together for you.

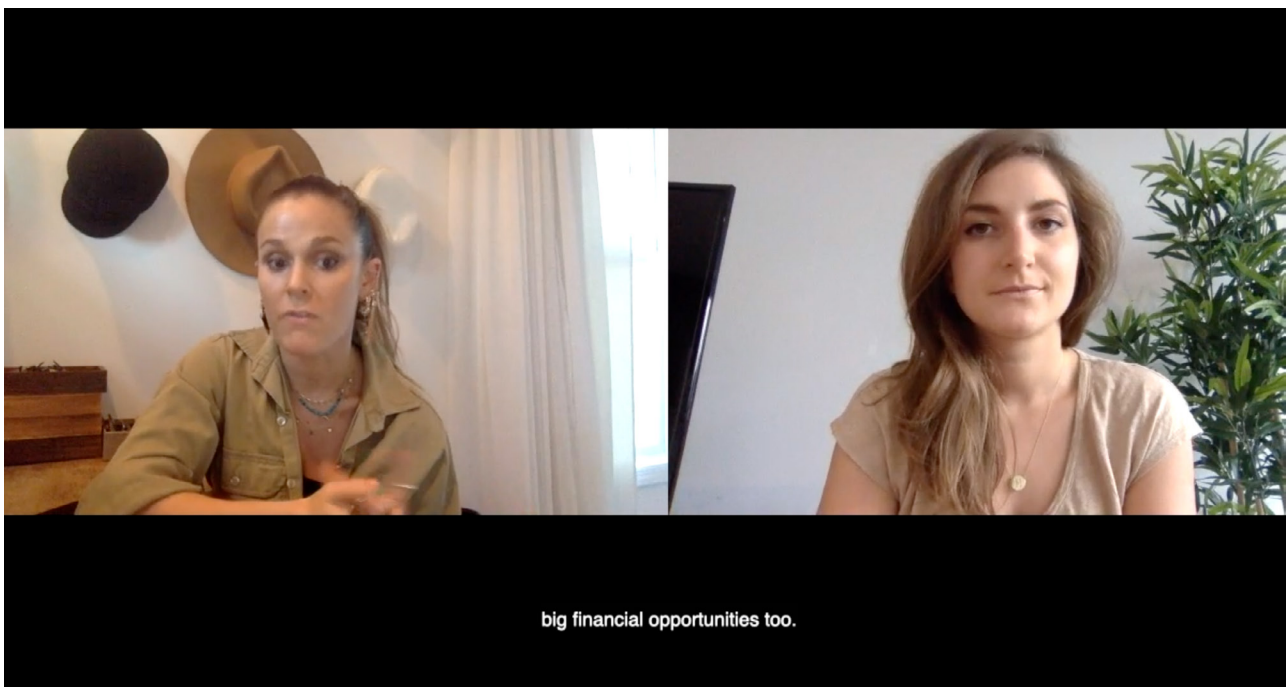
9. What support is available to help me with the sales process?

When you list on Flippa, you will be allocated an account manager, get access to our 24/7 support team and our world-class buyer matching engine. Once live, your account manager will contact you within 24 hours to welcome you to the platform and explain how to improve your listing.

10. How does Flippa help me market my business?

Flippa will endeavor to market and promote your listing to generate exposure, leads and ultimately achieve a high sale price.

Your listing will be buyer matched, featured on our social media platforms and included in our newsletter or featured in our seller interview series.



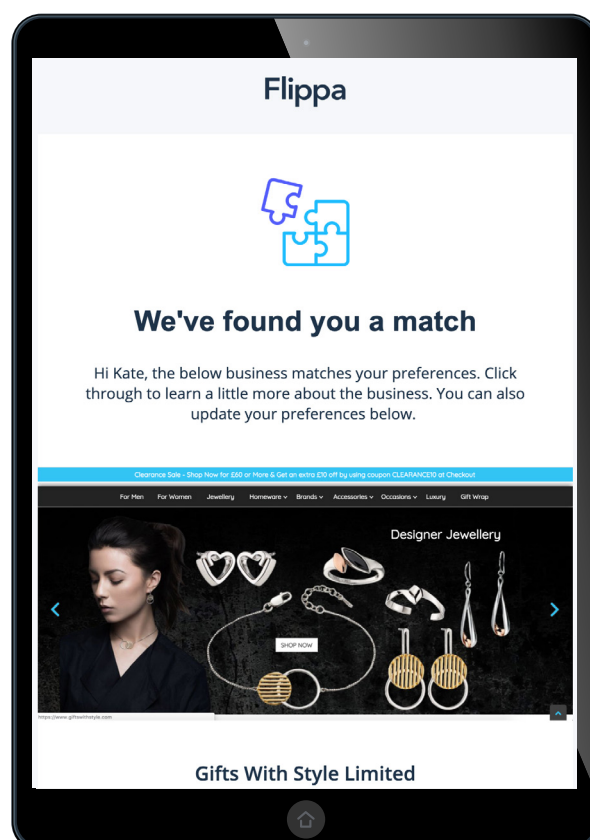
Our Flipper interview series

11. How can I increase exposure to my listing?

We also offer free, optional business listing syndication to increase exposure to your listing. Websites and directories include Axial, BizBuySell, DealStream and Businessesforsale.com.

12. How do I connect with buyers?

Flippa has the **world's largest buyer pool**, with over \$1.2bn in available funds. Our first to market buyer matching technology is designed to connect you with a buyer who will be as passionate about your business as you are. **How does this work?** Well, we talk to our buyers and they tell us what they are looking for. As you onboard and input details into our platform, our algorithm searches for suitable matches. When your business meets their criteria we notify them of your listing via email.



Your listing is sent to our buyer network.


13. How do I communicate with buyers?

If a buyer is interested in your business, they can contact you via the **Flippa discussion forum**. Here, you and the buyer can discuss, negotiate and agree on terms. Or, you may hear from one of our buyer managers directly. They work with high-value buyers and present relevant businesses for their consideration.

We monitor all discussions so please ensure any discussions are polite and courteous.

Flippa

Businesses ▾ Assets ▾ Start Selling Value My Business Why Us?

Pricing Support Robert Seller 










Dashboard > My Businesses > Tentworld

VIEWERS
55







DISCUSSIONS
2

OFFERS
3

Offers

Buyers	Location	Discussions	Offer
 Brian Buyer	 United States	 1 Unread	\$118,000 Go to Negotiation
 Kelly Buyer	 Germany	 3	\$114,000 Go to Negotiation
 Robert Buyer	 United States	 0	\$110,000 Go to Negotiation

Signed NDA

Buyer	Location	Budget Range	Verified
 Brian Buyer	 United States	\$118,000 - \$120,000	 View NDA Accept Reject
<div>Bio: Veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum Linkedin</div> <div>Why are you interested in this business? Veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse.</div>			
 Kelly Buyer	 Germany	\$112,000 - \$114,000	 View NDA Accept Reject
<div>Bio: Veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum Linkedin</div> <div>Why are you interested in this business? Veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse.</div>			

You can chat with potential buyers

14. I have been made an offer. What do I do?

We recommend that you let your account manager know when you first receive an offer. They can help **verify the authenticity of the offer** and the buyer's ability to pay. They will then work with you to understand the terms of the offer, if any.

For a business, **we advise against accepting an offer prior to having a discussion with the prospective buyer**. You do not have to accept an offer, you may counter or reject. If you do decide to accept the offer, you end the sale and commit to selling the business to the buyer. But the process doesn't end there. The buyer may want to conduct further **due-diligence**.

The due-diligence process can take time depending on the complexity of the business. You will need to prepare ahead of time to ensure you have everything in place including access to key documentation.

Once due-diligence is completed to the satisfaction of the buyer, the buyer is likely to request a contract of sale to document what has been agreed. You can either supply this or the buyer may insist that it's on their paper. If you get stuck, ask your account manager.

Does Flippa help with a contract of sale and transferring funds?

We have a dedicated post sales enablement team to assist with the final stages of the sales process. We have a template sales agreement available for your convenience, however we recommend you seek your own legal advice with respect to the final contract of sale.

15. How do I get paid?

You nominate your bank account of choice and we facilitate the rest. Flippa is here to make it easy for buyers to pay you. We even have Flippa Escrow built into the platform.

16. What is escrow and how does Flippa's escrow work?

Flippa Escrow is our safe and secure payment service. It is powered by Assembly payments and backed by a bank. An escrow transaction is where a third party receives, secures and then disburses money from a buyer to a seller during a high-value transactions. In essence, **Flippa holds the funds during the transaction essentially adding a layer of protection.** This way, you know that the money is safe and secure. There is no charge to use Flippa Escrow. Flippa Escrow accepts bank or wire transfers and major debit/credit cards. **It does not accept AMEX.**

Note: We do not recommend credit card payments for high value purchases.

The screenshot displays the Flippa Escrow interface for a deal completion. At the top, the Flippa logo is on the left, and navigation links for Pricing, Support, and a user profile (Brian Buyer) are on the right. Below the header, a breadcrumb trail shows 'Camera Spot > Negotiation > Deal Completion'. A green icon with a plus sign and the text 'What is this?' is also present. The main content area is divided into two columns. The left column, titled 'DISCUSSION', shows a chat history with three messages: two from Brian Buyer and one from Robert Seller. The right column, titled 'PAYMENT', displays the 'Final sale price \$118,000 USD', the 'Terms' of the sale, a list of 'INCLUDED ASSETS' (Brand assets, Domains, Inventory, Website files, source code and content), and the 'ESCROW DEPOSIT' of 2.5% payable equaling \$2,950 USD. At the bottom of the right column is a blue button labeled 'Make Escrow Deposit'. The bottom of the interface features a text input field for writing a message and a blue button with a paper plane icon.

Flippa Escrow

Flippa Escrow protects you by providing you with clarity when a buyers payment has been received and cleared into our Flippa escrow wallet. You only start transferring assets when you know that funds have safely and securely arrived.

Flippa also protects buyers by securely holding onto payment until it is time to authorize it to be released. This occurs once the buyer confirms receipt of your assets/business.

17. I saw something I like for sale on Flippa. Can you help me as a buyer?

Sure, Flippa offers the Flippa finder service. This is where one of our team hunts for opportunities on and off the platform based upon what you want. Find out more about this [here](#).