

What is Flippa?

It's a platform where those that own or want to own websites, apps and online businesses come to trade. You can buy and sell digital real estate. Digital real estate is defined as blogs, SaaS businesses, eCommerce stores, SaaS businesses, apps and even things like YouTube Channels and mobile games.

Here at Flippa, we believe you are far better off buying rather than starting an online business. You get the benefit of traction, performance and operational process. These are all things you have to build from scratch when starting.

Can you explain how the process of buying a website on Flippa works?

It's quite similar to buying a house; buyers should decide a budget and create a set of preferences, negotiate and go through a due diligence / inspection process. These are the three key steps:

Step 1 -

Set your budget and preferred business model and start to browse

Step 2 -

Narrow in on a small sub-set of options and get to know the strengths, weaknesses and opportunities of any given asset

Step 3 -

Put forward your best offer and come to terms

Step 4 -

Use Flippa's integrated contract of sale and escrow service to finalize the transaction

Could you share some statistics with us about flippa activity?

It's an exciting marketplace. There are nearly 5,000 assets for sale at any given time and with 1,000 buyers joining daily there are over 10m searches each month. And, it's growing!



How can I value a price for a website? How can I know the price is worthy?

[Use the Flippa Valuation tool](#). It's available here. It's free and references historical sales data and buyer demand.

Valuation is a function of many things but the science is not always accurate. Ultimately a business is worth whatever the market is willing to pay.

Buyers will take into consideration age, financial performance, operational and time cost, traffic origination and business model and any perceived risk.

Why is Flippa safe for buyers and what do you do to protect them?

This is the most important part of our marketplace. Buyers can use our integrated contract of sale and payment services. They can also use our Due Diligence offering. Buyers are safe when they conduct the transaction on the Flippa platform. Your payment is protected and is only released once you go through the inspection period and provide an authority to release.

How many WordPress sites are on sale on flippa?

The number varies but it's usually around 2,000. AdSense is our most popular keyword search so we are always on the look out for wordpress sites that are over 2 years old and have a history of earnings.

What do you need to aware of when buying a wordpress site?

Understanding the business model is critical. Is it using AdSense, Amazon Associates (affiliate) or some other? These can be quite different. You'll want to know how the content is created and how much it costs to produce and you'll want to know whether the traffic acquisition is organic or paid.


Can you share with us some super tips for buying a wordpress site on flippa?

Personally, I like to use the SEMrush module on Flippa and I always look for sites which have a domain authority higher than 30. Once you've found that type of site, focus on how easy it is to produce quality content. Understanding this can be the difference between survival and long term growth.

I bought a wordpress site on flippa, what happens now?

You should have an asset register documented as part of the contract of sale. There is a





free contract of sale available on Flippa. The asset register is a checklist of all the assets you need to take possession of.

Once the register is finalised they can begin to transfer ownership, starting with the domain, source code, wordpress admin and other elements. You will have an inspection period as part of the escrow process so ensure you have checked everything off before releasing funds.

How does the protection from flippa works after I made payment? What do I do if a problem occurs?

Your money will be safely held in escrow or a trust account, whichever you choose. Do not release money until you have control of the assets and have inspected the assets accordingly. There is an assigned inspection period and it's up to you to provide authorisation of release of funds. This is the ultimate protection.

Additionally, you should always have a contract of sale. This is all provided as a part of the Flippa service and accordingly, we are on hand to ensure you follow the right steps.

Do you have anything else to say to our Israeli users?

This is a growing space! There will be more buyers next year than there are today. This may mean that valuations increase. If you are interested now, you should get in now.

