

# Real Estate Investor Training & SaaS Business





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Available for acquisition is real estate investor training and software platform that was founded in 2018. Revenue is generated from digital info-products, SaaS, and real estate investor coaching. The business is doing over 2M/year gross with 53% profit margin. Forecasted EBITA for 2024 is 1.4M+.

Plug and play structure means this business is not reliant on any one person's personality and could be run by anyone. One of the founders is currently the spokesperson for the company, and the other founder answers real estate related questions from customers. However, both roles can be easily replaced with low-cost contract team members.

The business is run by a small team of just six internal team members (including the two founders) and two outside contractors who handle sales and marketing. The outsourced marketing team is led by one of the long-time big hitters in the real estate investor info-product business who has previously scaled brands to 20m/yr. The outsourced sales team is led by another big-hitter in the high-ticket info-product and coaching phone sales industry whose other clients sell in the tens of millions per year. All marketing and fulfillment are run by over 500 automations which are all built using off-the-shelf software technology, which can be managed by any reasonably tech-enabled employee (no expensive software development team required).

The business's success has continued with 2024 Profits YTD up 30% year over year and April 2024 up 45% over April 2023.

### Highlights

- Diversified product line serving new and experienced residential real estate entrepreneurs who want to make money in real estate.
- Products include a digital e-book, online video trainings, marketing services, proprietary AI SaaS, and high-ticket coaching programs. Sale includes all recorded training materials and membership sites.
- Recurring Revenue Patent-Pending AI Software as a Service.
- Marketing channels include paid media on Facebook, Instagram, TikTok, Google Search, Google Display, and YouTube.
- Email list of over 180,000 subscribers (approximately 3.5 million total email list).
- Customer list of over 1,500 paying subscribers.
- Extremely high customer satisfaction and highly rated reputation in the industry.
- Self-Liquidating Traffic Engine – the company's e-book and digital course funnel acquires new customers at break-even through a series of automated up-sells and down-sells. CAC ~ \$110 to \$150 with AOV around the same.
- High-Ticket Coaching Program – this is the company's back-end offer to which many of the lower-ticket customers ascend.
- Over 2,000 hours of video content recorded from customer coaching calls which could be turned into a mountain of social media content by an inexpensive video editing team to generate free organic traffic.
- Future monthly recurring subscription income currently valued at approximately \$59,000 per month.
- Accounts Receivables for customers on payment plans currently valued at approximately \$28,000.
- Large list of 60 domain names that comes with the business.

### TARGET PRICE

\$5,000,000

### GROSS REVENUE

2055296

### EBITDA

1091210

### BUSINESS TYPE

Software & SAAS

### ESTABLISHED

2018

### COMPETITION

They are the only ones who provide an AI negotiating bot. All products revolve around using this one-of-a-kind tool to make investing much easier than doing it the old way.

### GROWTH & EXPANSION

Future projects in development include version 2.0 of the SaaS product. Re-launching the best-selling coaching program. Put more money into ads.

### COUNTRY

United States

### BUSINESS ID

L#20240676

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