

Fully Remote Career Coaching Firm



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This business is a fast growing career and executive coaching company that helps experienced professionals secure interviews, job offers, and promotions in a fraction of the time than it would normally take. Through its proprietary end to end coaching methodology and fully systematized delivery model, the company consistently delivers strong employment outcomes at scale which is an achievement that sets it apart from most competitors in the industry.

Operating within a global professional coaching market valued at 5.34 billion dollars and expanding year over year, the company is strategically positioned at the intersection of rising demand for executive career advancement and the continued professionalization of the coaching sector. Its well-established brand reputation, exceptional client results, and scalable infrastructure have propelled it to more than \$7M dollars in revenue over the past 12 months, supported by high margins and an expanding pipeline of professionals seeking better employment opportunities.

The business leverages a sophisticated digital ecosystem that includes a proprietary career software platform, a subscriber list of more than 100,000 professionals, and automated onboarding systems that enables the company to acquire, nurture, and deliver value to clients at scale. With an average order value of approximately \$8,000 dollars and conversion rates above 20% from discovery call to close, the company continues to demonstrate strong financial performance and highly predictable unit economics.

Built for operational stability, the business operates using fully documented SOPs, a robust quality control system, and a distributed remote workforce composed of U.S. based leadership and global contractors. The current owner maintains no client facing responsibilities and works "on" the business rather than "in" the business, ensuring a seamless transition for a new operator.

With its scalable delivery model, strong digital infrastructure, and proven track record of client success, the business is exceptionally well positioned for continued expansion under new ownership.

Key Benefits

- **Proven, Scalable System:** End-to-end proprietary methodology
- **High Average Order Value:** ~\$8K per client with strong margins
- **High Rated Reviews:** 4.7 Trustpilot rating and 5.0 Reviews.io rating
- **Efficient Customer Acquisition:** >20% sales conversion from discovery call to close
- **Low Key Person Risk:** Fully documented SOP's, quality controls, and a bench of vetted talent ensure continuity and scalability
- **Strong Digital Infrastructure:** Custom built software tool, 123K+ email list, automated onboarding, and full tech stack
- **Easy Owner Transition:** The business is structured for a seamless transition, as the current owner has no client-facing responsibilities.

Marketing

The company uses a balanced marketing strategy that blends performance driven paid channels with organic and referral-based efforts. Paid social campaigns on Meta, LinkedIn, and YouTube drive most of the traffic, while NPS feedback and strong testimonials help turn satisfied clients into active advocates. Additional growth comes

TARGET PRICE

\$7,000,000

GROSS REVENUE

\$7,107,715

EBITDA

\$1,715,664

BUSINESS TYPE

Software & SAAS

COUNTRY

United States

BUSINESS ID

L#20251047

from LinkedIn content, webinars, workshops, and private community groups. The company also nurtures top of funnel prospects with compelling case studies and practical insights that encourage them to book discovery calls.

Operations

The business operates 100% remotely with a U.S. based core team and global contractor support:

Founder & CEO: working 40-50 hrs/week managing the team, overseeing product, coaching oversight, enrollment strategy, brand partnerships, finance/accounting liaison, legal liaison, and coaching curriculum.

The team is comprised of 6 FT employees in the U.S. as well as 20 plus full time and part time contractors located in the U.S., South America and Asia.

Financial Strength

The business has successfully shifted toward higher value services without sacrificing margins. The business has now surpassed \$7M in annual revenue in the last 12 months, reflecting strong underlying demand and operational efficiency. With growing annual revenues, a well-developed brand identity and excellent margins, this business is perfectly positioned for a new owner to take the site to the next level of growth.

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