

# Platforms for Selling Online Businesses and Digital Assets

## Self-Service Online Marketplaces (Flippa-Type)

These platforms allow business owners to **list digital businesses or assets** (websites, e-commerce stores, apps, domains, etc.) on an open marketplace, similar to Flippa. They are generally self-serve: sellers create listings and connect with buyers directly. Fees tend to be lower (often just listing fees or sales commissions), but **due diligence** and vetting are largely left to users.

- **Flippa** – One of the largest global marketplaces for buying and selling online businesses and digital assets, including content websites, e-commerce stores, domain names, apps, and more <sup>1</sup>. Flippa is open to anyone (with minimal vetting), resulting in a high volume of listings across all price ranges <sup>2</sup>. It generates revenue through listing fees and success commissions – for example, sellers pay a listing fee (starting at ~\$49) and around a **10% success fee** on completed sales (with lower percentage tiers for higher-value deals) <sup>3</sup>. *Pros:* Huge variety of assets and many buyers worldwide. *Cons:* Quality varies greatly and extra caution/due diligence is needed on lower-end listings (as sub-\$50k listings are not vetted by Flippa) <sup>4</sup> <sup>3</sup>.
- **Acquire.com** (formerly *MicroAcquire*) – A popular startup acquisition marketplace geared towards **digital startups and SaaS businesses**. Acquire.com hosts a large, active community of buyers/sellers and about half its listings are SaaS companies, though it also features e-commerce stores, content sites, agencies, mobile apps, etc <sup>5</sup>. The platform isn't a full-service broker, but it helps verify key metrics by integrating with Stripe, PayPal, QuickBooks, and Google Analytics for revenue/traffic proof <sup>6</sup>. Sellers pay no upfront fees and a flat **4% commission** upon a successful sale <sup>7</sup>. Buyers can browse for free but must purchase a membership (around \$390/year for premium access) to unlock contacting sellers and detailed info <sup>8</sup> <sup>9</sup>. *Pros:* Large volume of listings across price ranges; low fees for sellers; built-in metric verification. *Cons:* Marketplace is very busy (can be overwhelming), and it's especially popular for SaaS (other models may see less emphasis) <sup>10</sup> <sup>11</sup>.
- **Motion Invest** – A niche marketplace specializing in **content websites** (blogs, niche affiliate sites, and recently even YouTube channels) aimed at first-time buyers and sellers <sup>12</sup>. Motion Invest focuses on smaller deals (often **under \$30k-\$50k** in value), a segment many brokers overlook, and every listing's traffic and earnings are **fully vetted/verified** (e.g. with ~10 months of Google Analytics data) <sup>13</sup> <sup>14</sup>. This gives buyers more confidence despite the lower price points. Sellers can list without upfront cost, and Motion Invest charges a success fee (around **20% for sub-\$20k sales**, with lower percentage tiers for larger sales) upon sale <sup>15</sup> <sup>14</sup>. *Pros:* Great for affordable, passive-income sites; rigorous due diligence on each listing; even starter sites available. *Cons:* Focused only on content-based sites (no SaaS or FBA, etc.) and relatively few listings above the low six-figures <sup>16</sup> <sup>17</sup>.

- **Investors Club** – A **curated private marketplace** for vetted online businesses, including content websites, Amazon FBA and dropshipping e-commerce stores, SaaS products, etc <sup>18</sup> . Unlike Flippa's open model, Investors Club emphasizes **quality over quantity** – over half of seller submissions are rejected to maintain higher listing standards <sup>19</sup> . The result is a smaller selection of listings (many in the 5- to low 6-figure range, plus some larger deals up to 7 figures) that aren't overwhelming and have detailed due diligence reports available <sup>19</sup> <sup>20</sup> . Notably, Investors Club charges **no listing or success fees** to sellers at all (0% commission) <sup>21</sup> . Instead, the platform uses an optional membership model for buyers: anyone can browse for free, but paying members get early access to deals and comprehensive due diligence reports (premium membership is ~\$247/year, or lifetime options) <sup>22</sup> . *Pros*: No fees for sellers; well-vetted, high-quality listings; detailed financials provided to buyers. *Cons*: Primarily content and e-commerce sites (fewer SaaS or app listings); fewer ultra-high-value businesses (most under seven figures) <sup>23</sup> <sup>24</sup> .
- **BuySellEmpire** – A global online business marketplace positioned as a Flippa alternative for **established websites and internet businesses** <sup>25</sup> . It caters to sellers with more **mature businesses** – to list on BuySellEmpire, a business must be making at least ~\$1,500/month in profit with 12+ months of verifiable revenue and traffic (English-language content only) <sup>26</sup> . This screening ensures most listings are in the mid-market range (in fact, the majority fall between roughly \ \$100,000 and \ \$500,000 asking price) <sup>27</sup> . The marketplace isn't fully brokered – buyers and sellers communicate and negotiate directly through the platform, with some vetting support but no dedicated intermediary handling the deal <sup>28</sup> <sup>29</sup> . Sellers pay only a success fee when a sale closes (tiered from ~7% for <\$500k deals, down to ~4% for \$10M+ deals), and buyers pay no fees <sup>30</sup> . *Pros*: Focus on higher-quality listings than an open marketplace; **low commission rates** for sellers; no exclusivity (sellers aren't locked in). *Cons*: Far fewer total listings compared to giants like Flippa (inventory is limited) and very little available in the sub-\$100k range <sup>31</sup> <sup>32</sup> .
- **Sedo** – One of the longest-running marketplaces **exclusively for domain names**, founded in 2004 <sup>33</sup> . Sedo (which stands for "Search Engine for Domain Offers") allows users to list and **buy domain names** through auctions or fixed-price listings, making it a go-to platform for domain investors and entrepreneurs looking for a specific name <sup>33</sup> . It provides a user-friendly experience with services like secure escrow and customer support for transactions <sup>33</sup> <sup>34</sup> . Sedo's commission fees vary by the sale price and domain extension (generally ranging from 10% to 20%), with higher-value or brokered sales incurring higher fees <sup>35</sup> . *Pros*: Very reputable in the domain trading industry; large global buyer pool; options for **anonymous domain purchases** in certain cases (protecting buyer identity) <sup>36</sup> . *Cons*: Focused only on domains (no websites or full businesses); commission structure can be higher for premium sales and additional services.
- **SideProjectors** – A **"craigslist" style marketplace for side projects** and small web assets, popular among indie developers and makers <sup>37</sup> . SideProjectors is a no-frills platform where users can list **smaller websites, apps, or side projects** for sale, often in the sub-\$5k price range. The platform does **not charge any fees** to list or sell (no listing fee and no commission) <sup>37</sup> . It also does not handle payments or escrow – it simply connects the owner and potential buyers, who then must arrange payment and transfer on their own (so due diligence and caution are advised) <sup>37</sup> . *Pros*: Free to use; great for selling or buying very small projects; simple and quick to list. *Cons*: No built-in escrow or transaction support; listings may lack detailed analytics or financial info since many fields are optional, so quality of information can vary.

## Full-Service Brokers for Online Businesses

In contrast to self-serve marketplaces, these platforms are **brokerage services** that provide hands-on assistance in selling an online business. They typically vet businesses thoroughly, handle much of the process (valuation, marketing to buyers, negotiations, escrow, etc.), and focus on larger, established companies. Broker-led platforms charge higher **success fees** (commission on sale) but offer expertise and a curated buyer network, making them ideal for **high-value or complex sales**.

- **Empire Flippers** – A top-tier broker for profitable online businesses, known for strict vetting and a focus on **high-quality listings** <sup>38</sup>. Empire Flippers requires that any business listed is making at least ~\$2,000 in monthly net profit (over a 12-month average), so smaller websites are not accepted <sup>39</sup> <sup>40</sup>. As a result, most listings on the Empire Flippers marketplace are **established businesses in the six- to seven-figure price range** (and they do have some deals exceeding \$1M) <sup>41</sup>. They list a wide variety of models – from content sites and SaaS products to Amazon FBA, e-commerce stores, and more – but all are pre-vetted with verified financials and traffic before being published <sup>42</sup>. Empire Flippers provides a lot of support: they require buyer **proof of funds** to access detailed listings, handle the escrow and migration process, and have a team to guide sales through completion <sup>43</sup> <sup>44</sup>. Their commission is success-based with a tiered rate (approximately **15% for sales under \$700k**, dropping to ~8% for portions of a sale above that, and lower for multi-million dollar deals) <sup>45</sup>. *Pros:* Large audience of vetted buyers; very transparent and secure process; extensive buyer/seller support and after-sale services <sup>46</sup> <sup>47</sup>. *Cons:* High minimum requirements – not suitable for small sites; higher fees compared to DIY marketplaces; competitive buyer environment for good listings (demand is high).
- **Quiet Light** – A well-respected boutique **online business brokerage** that provides hands-on, one-on-one service. At Quiet Light, each seller works with an experienced broker (often an entrepreneur who has sold their own business before) to get guidance from valuation through closing <sup>48</sup>. Quiet Light is selective in what they list: they focus on **6- and 7-figure businesses** across various niches (e-commerce brands, Amazon FBA, content/affiliate sites, SaaS companies, etc.), and they have a reputation for thoroughly vetting each listing for solid earnings and stability <sup>49</sup>. You won't find many low-end listings here (they reported ~38 active listings at one point, all relatively high-value) because they maintain a high standard and turn away smaller or unproven sites <sup>49</sup> <sup>50</sup>. Quiet Light doesn't publicize their fee structure, but like most brokers they charge only a success fee on sales (no listing fee), with the percentage **scaling down for larger deal sizes** <sup>51</sup>. *Pros:* Personalized broker assistance; strong pool of serious, qualified buyers; excellent industry reputation for integrity and successful sales. *Cons:* Not an option for beginner or small sellers (they won't take low-revenue businesses); commission fees are on the higher side (typical of full-service brokers) <sup>52</sup>.
- **FE International** – A veteran **M&A advisory firm** specializing in online business sales, particularly known for handling **larger SaaS, e-commerce, and content businesses**. FE International has an established track record and is often mentioned alongside Quiet Light as a leader in the field <sup>53</sup>. They take a **"quality over quantity"** approach: most listings are sizable (many in the mid-six to eight-figure range), and very few details are made public – prospective buyers must sign NDAs and often schedule a call with the brokerage before receiving the full information on a listing <sup>54</sup> <sup>55</sup>. Every business is rigorously vetted by FE's team prior to listing, including verifying financials and evaluating the business's potential <sup>56</sup>. Like others, FE International's fee is success-based (no upfront cost to list); exact commissions aren't published but reportedly **start around 15% and**

**decrease for multi-million-dollar sales** <sup>57</sup> . *Pros:* Strong network of high-net-worth buyers and investors; deep expertise in maximizing value for SaaS and other tech businesses; full-service handling of the sale. *Cons:* High threshold to list (they typically only accept well-established, high-value businesses); fees are negotiated case-by-case and generally high (reflecting their comprehensive service).

- **Website Closers** – One of the largest brokerage firms focused on **digital businesses**, notable for handling a very wide range of deal sizes and types. Website Closers has facilitated sales from as low as ~\$25,000 all the way up to \$100+ million, covering everything from small Amazon storefronts to major e-commerce and software companies <sup>58</sup> . They stand out for embracing a broad array of online business models – including those that involve physical products or inventory – not just content or ad-driven sites <sup>59</sup> <sup>60</sup> . This means on Website Closers you might find unique opportunities like large DTC e-commerce brands or even franchise-like online businesses, alongside typical FBA, SaaS, or affiliate sites. The brokerage has a large team of intermediaries and even assists buyers with things like securing SBA financing for acquisitions (an area where they're particularly experienced) <sup>61</sup> . All listings go through a **thorough vetting process** to verify profits, assets, and claims (providing a solid initial due diligence, though buyers should still do their own) <sup>62</sup> . Website Closers doesn't disclose their commission rates publicly; they use a sliding scale success fee that is negotiated per deal (according to industry reviews, their fees generally fall in the mid-single-digit to low teens as a percentage, depending on the size of the sale) <sup>63</sup> <sup>64</sup> . *Pros:* Ability to handle very large sales and complex businesses; extensive buyer network and marketing reach; known for solid vetting and helping structure deals (financing, etc.). *Cons:* For smaller businesses, the process can be less accessible (they prioritize bigger listings); fee structure is not transparent upfront (must inquire case-by-case); very high-end focus means competition and expectations are high.

- **Latona's** – A specialized M&A brokerage that targets **profitable digital businesses** and has a strong emphasis on quality and guidance. Latona's deals with various online business types (established websites, e-commerce and Shopify stores, Amazon FBA, membership and lead-gen sites, SaaS companies, even premium domain portfolios), but they **require a minimum annual profit of around \$20,000** to consider a listing <sup>65</sup> <sup>66</sup> . This ensures that all listings are income-producing and relatively established. Latona's offers very hands-on service: they provide detailed business valuations, conduct thorough due diligence, and assist in negotiation strategies for each sale <sup>66</sup> . Because of their high standards, the number of active listings at any time isn't large – they focus on a curated selection of higher-value deals rather than volume <sup>67</sup> <sup>68</sup> . Like other brokers, Latona's fees are success-based and tend to be higher-end (exact percentages not publicly stated). *Pros:* High-touch support for sellers and buyers; well-vetted, **"premium" listings** only; strong expertise in maximizing value. *Cons:* Not suitable for new or small online businesses (high entry bar); limited inventory due to strict criteria; likely higher commissions given the level of service <sup>68</sup> .

**Sources:** The information above is compiled from industry reviews and platform documentation, including a 2024 roundup of top website marketplaces <sup>69</sup> <sup>70</sup> , detailed comparisons of Flippa alternatives <sup>71</sup> <sup>12</sup> , and expert analyses of online business brokers <sup>72</sup> <sup>53</sup> . Each platform's features, fees, and focus areas have been cross-verified with these sources for accuracy.

1 2 33 34 35 36 38 39 65 66 67 68 69 70 10 Best Marketplaces to Buy & Sell Websites in 2024

<https://management.org/best-marketplaces-to-buy-sell-websites>

3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32  
40 41 42 45 46 48 49 50 51 52 53 54 55 56 57 71 72 Best Flippa Alternatives: 7 Sites Like Flippa I've

Tested for Buying & Selling Websites - Investors Club

<https://investors.club/flippa-alternatives/>

37 The Top 6 Marketplaces to Buy and Sell Side Projects Online

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43 44 47 5 Other Sites Like Flippa: A List of Proven Alternatives

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58 59 60 61 62 63 64 Website Closers Review: Is this Business Broker Worth It?

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