

2022 Media Kit



Connect with buyers
at every point of their
digital journey

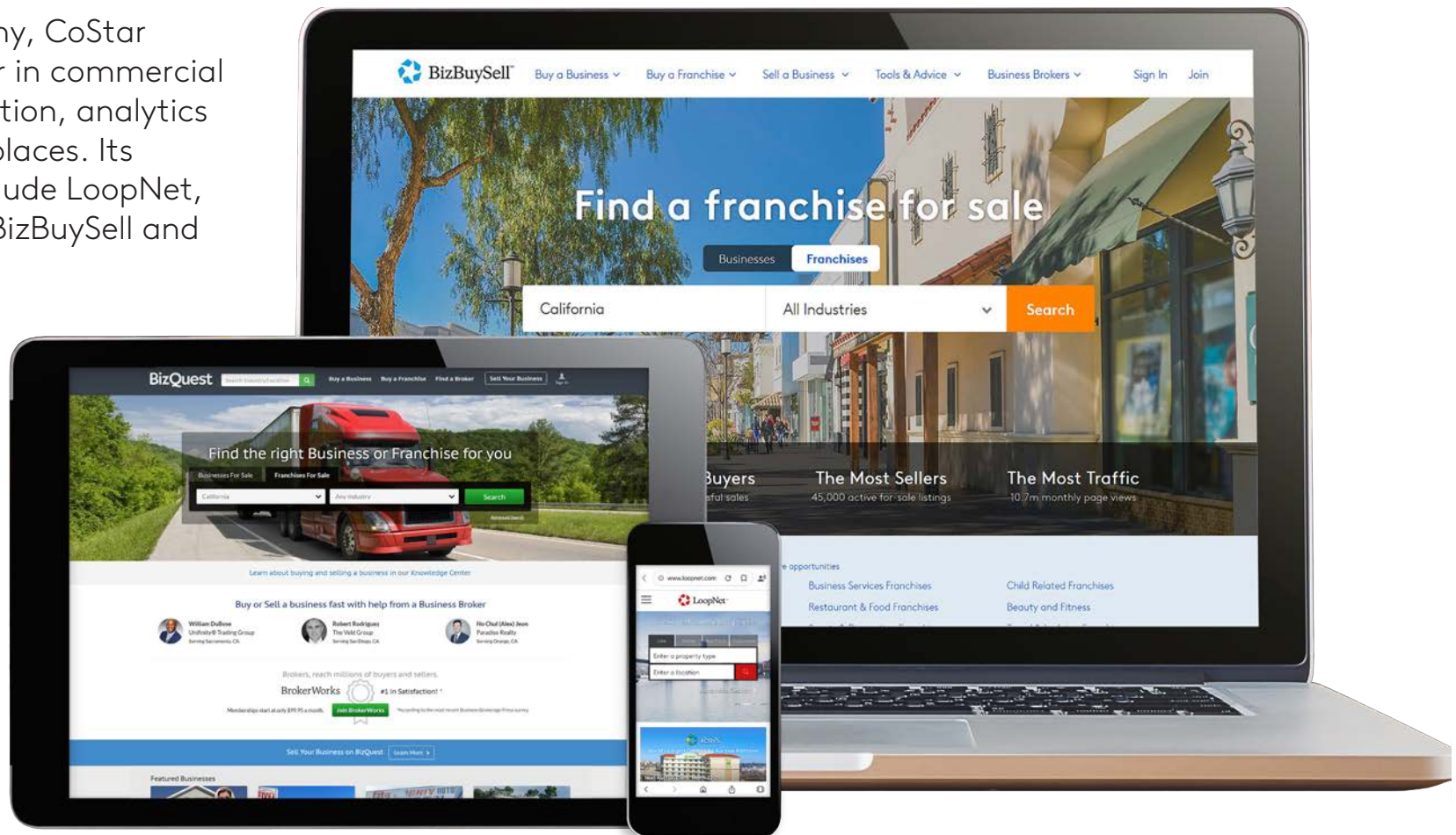
Who We Are | The BizBuySell Network

The BizBuySell Network is the Internet's largest and most heavily trafficked business-for-sale marketplace where buyers, sellers, tenants, investors and brokers come together to buy or sell a business or franchise.

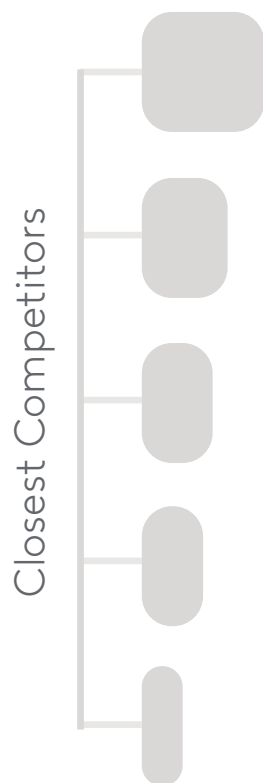
Our network includes the #1 and #2 business for sale marketplaces, the #1 commercial real estate marketplace, a leading franchise directory, plus exposure on top media partners, with more business for sale listings, more unique users and more search activity than any similar service.

Our parent company, CoStar Group, is the leader in commercial real estate information, analytics and online marketplaces. Its flagship brands include LoopNet, Apartments.com, BizBuySell and Lands of America.

As thought leaders, BizBuySell's content appears in Inc. Magazine, Forbes and other major media publications, providing expertise on small business and entrepreneurship.



Our Reach | The Largest Audience of Business Buyers



15x

The traffic of our
closest competitor*

36,000,000

Website Visits Annually

180,000,000

Page Views Annually

65,000

Business Opportunities Annually

Hundreds of Thousands

of Sold Business Opportunities

Reach Buyers Across Our Entire Network



+



+

BizQuest

+



+

**Top Media
Partners**

Our Audience | Wealthy Business Decision Makers

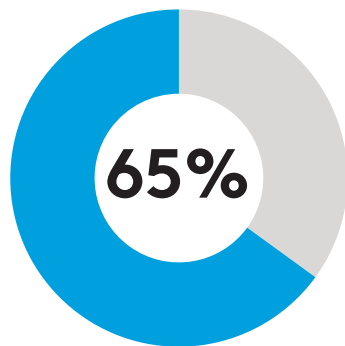
Today's small business buyers are largely college-educated, high net worth individuals. They are primarily men over 40 years of age who are white and married. Yet as time marches on, these demographics are changing.

As younger buyers enter the market, the small business community is shifting in a more heterogeneous direction, whereas more women and people of color are pursuing business ownership.

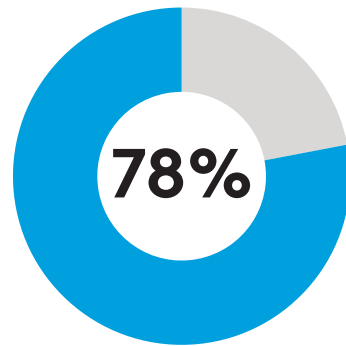
At the same time, a Baby Boomer effect is occurring. As the population ages, many business owners are nearing retirement and choosing to sell their businesses to a new generation of business owners.



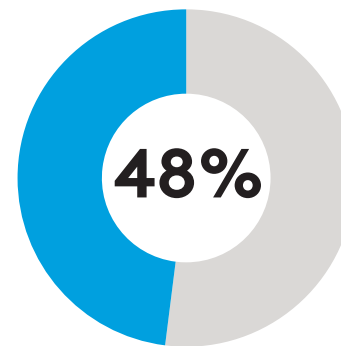
Audience at a Glance



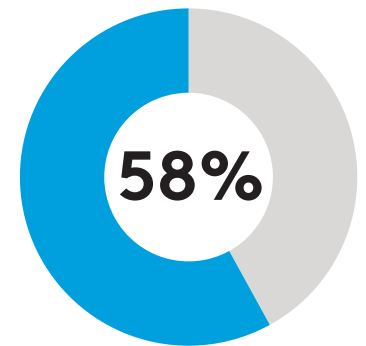
40-59 years old



are male



earn \$100,000+



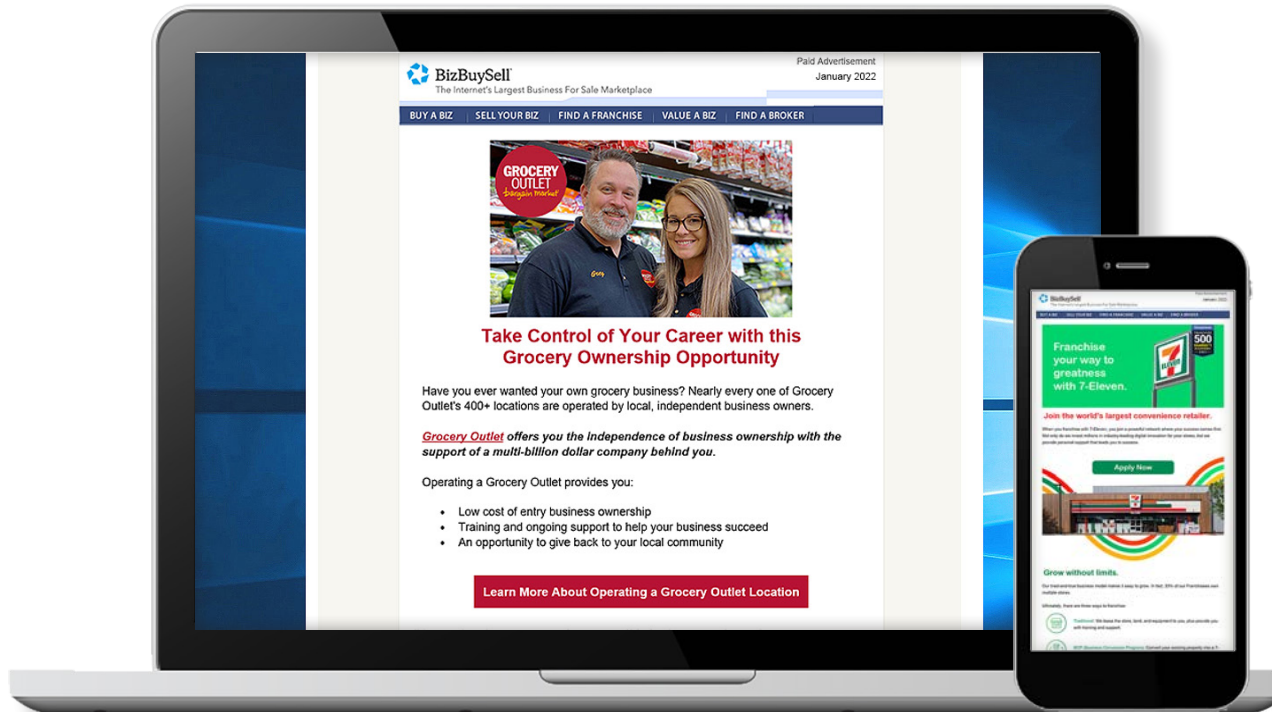
college educated

Direct Email Marketing | Targeted and Results Driven

Target your message directly to active business & franchise buyers.

BizBuySell and BizQuest E-Blasts campaigns:

- Send your content directly to over 400,000 opt-in subscribers.
- Reach active buyers and franchise prospects who are interested in opportunities like yours.
- Target an exclusive group of high income decision makers.

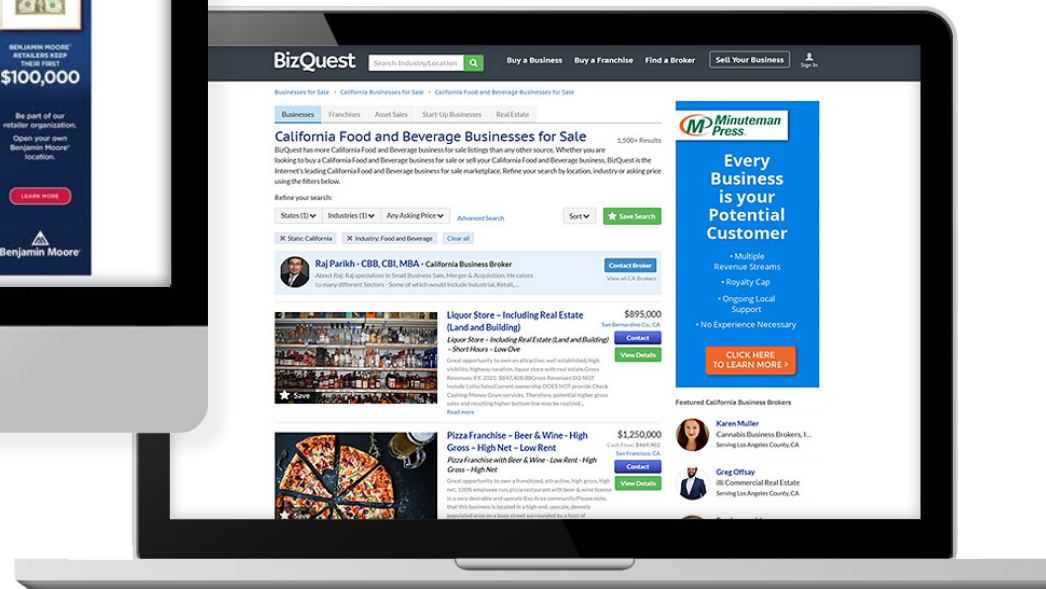
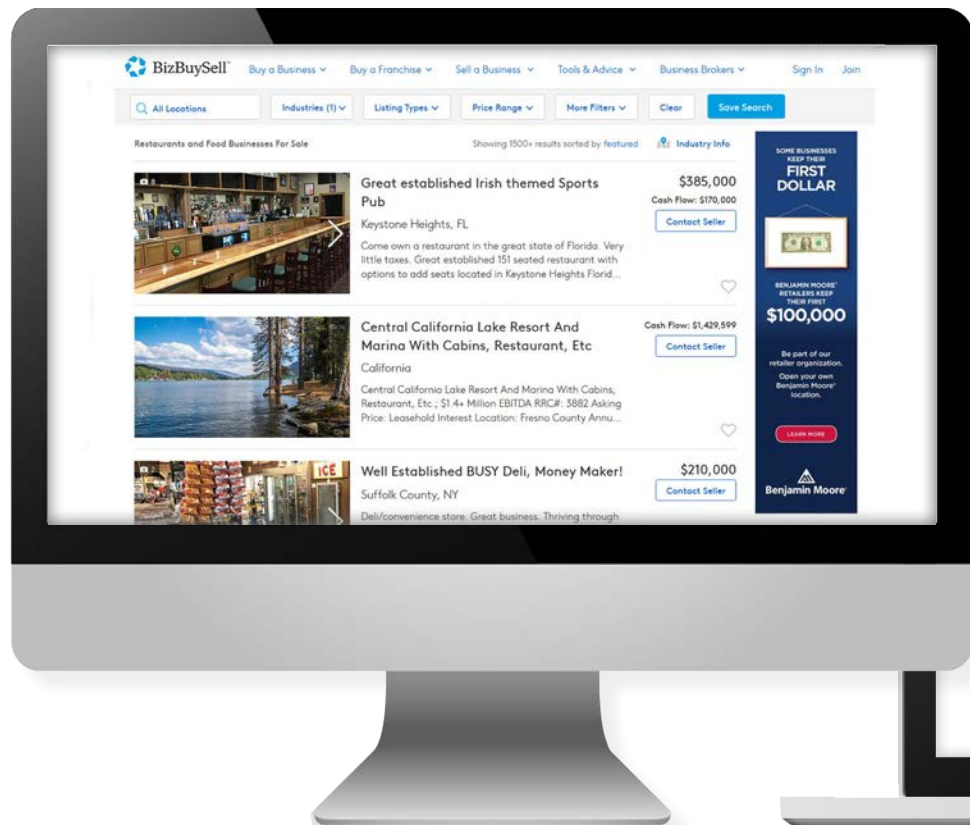


Available for
New Opportunities
or Resales!

Banner Advertising | High Impact Solutions

Banner Advertising Display Options

Our highly targeted display ads stay with our audience across all interfaces and devices. Leverage a variety of placements on BizBuySell and BizQuest search results and listing pages.



Franchise Directory | Cross-Network Exposure

The largest audience of franchise & business buyers



+ Top Media Partners

Advertise your concept in our franchise directory for high quality, targeted leads:

- Customized pay per lead programs
- Target on a national or state level
- Filter by capital to invest
- Appear in search results across the Network

California Franchise Opportunities

SuperTots
SuperTots and Skyhawks Sports Academy brands cover the full gamut of award-winning sports programming for kids 18 months-15 years of age. No other competitor can compete with the
Cash Required: \$50,000 [Add to Request List](#)

HouseMaster Home Inspections
Home Inspections. Done Right. Inspiring Confidence in Every Home Buyer.
Cash Required: \$45,000 [Add to Request List](#)

Ace Handyman Services
Ace Handyman Services, owned by Ace Hardware, is a home services business that focuses on solving customer's small to large size handyman projects in the home and commercial space.
Cash Required: \$75,000 [Add to Request List](#)

Ace Handyman Services Franchise
Home Services Franchise For Sale - 4 Franchise Opportunities For Sale

Franchise Request List

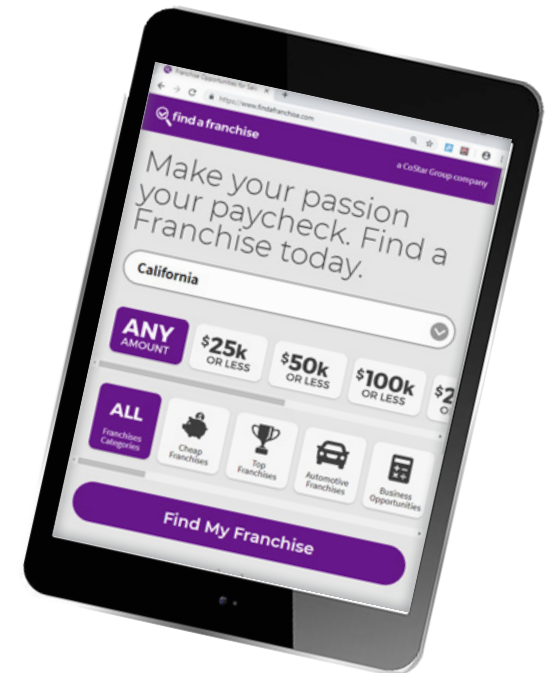
Select up to 20 franchises to learn more about. By clicking the BizBuySell's Terms

Franchise Unit Overview

Year	Franchise Unit Overview
2016	100
2017	100
2018	100
2019	100
2020	100

Why Choose Ace Handyman Services?
Now that we are Ace Handyman Services, we are bringing the brand power of Ace Hardware. With an annual domestic marketing budget of over \$200 million, Ace Hardware is a brand that is recognized by 95% of the US population there is an Ace Hardware Store located within 15 minutes of 70% of American households. Ace has over 4,000 domestic

Min. Franchise Fee \$55,000
Royalty Fee 6.0%
Ad Fund Fee 2.0%

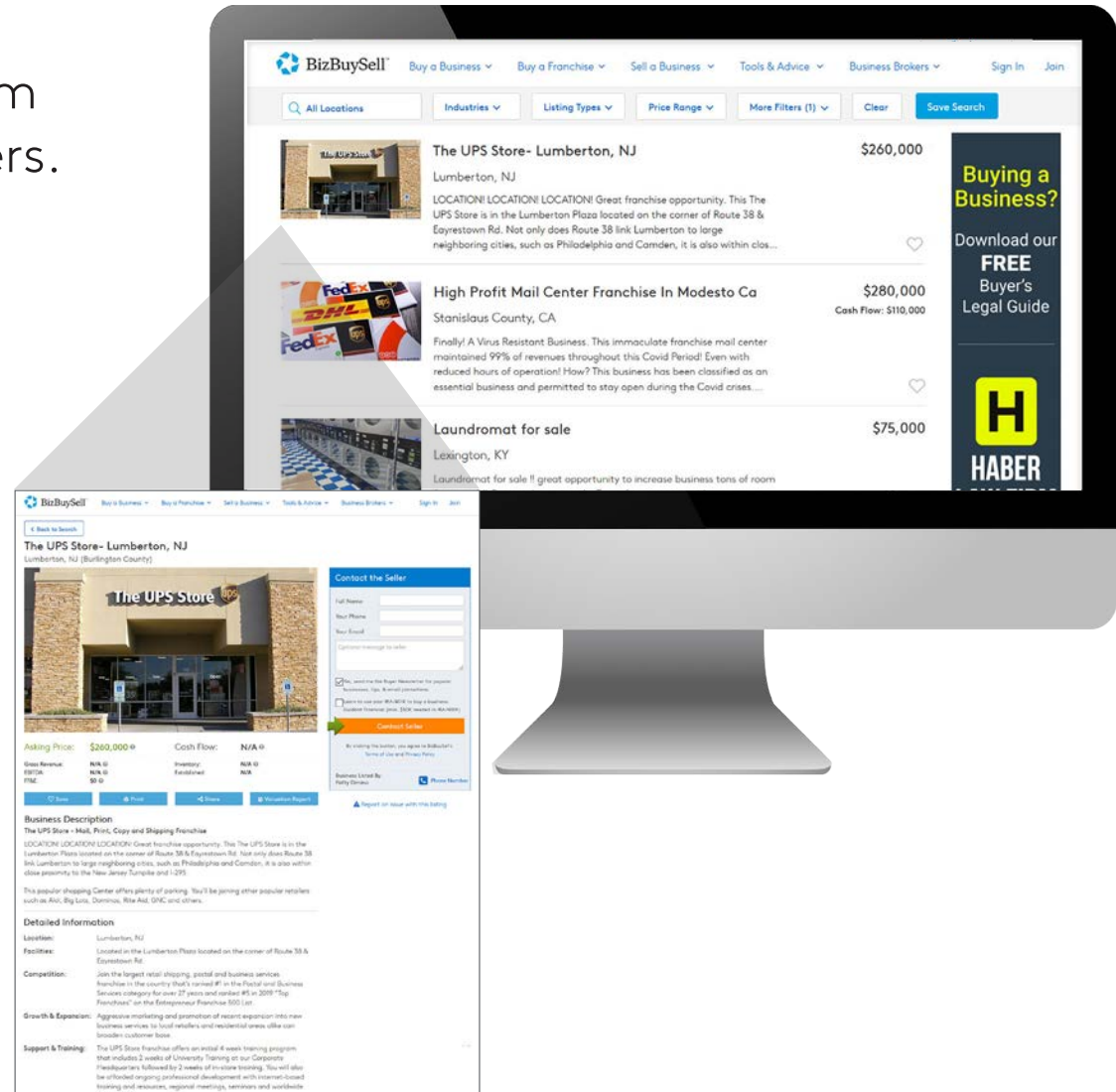


Franchise Resale Listings | Cross-Network Exposure

Market your existing locations and get high quality, targeted leads from serious franchise and business buyers.

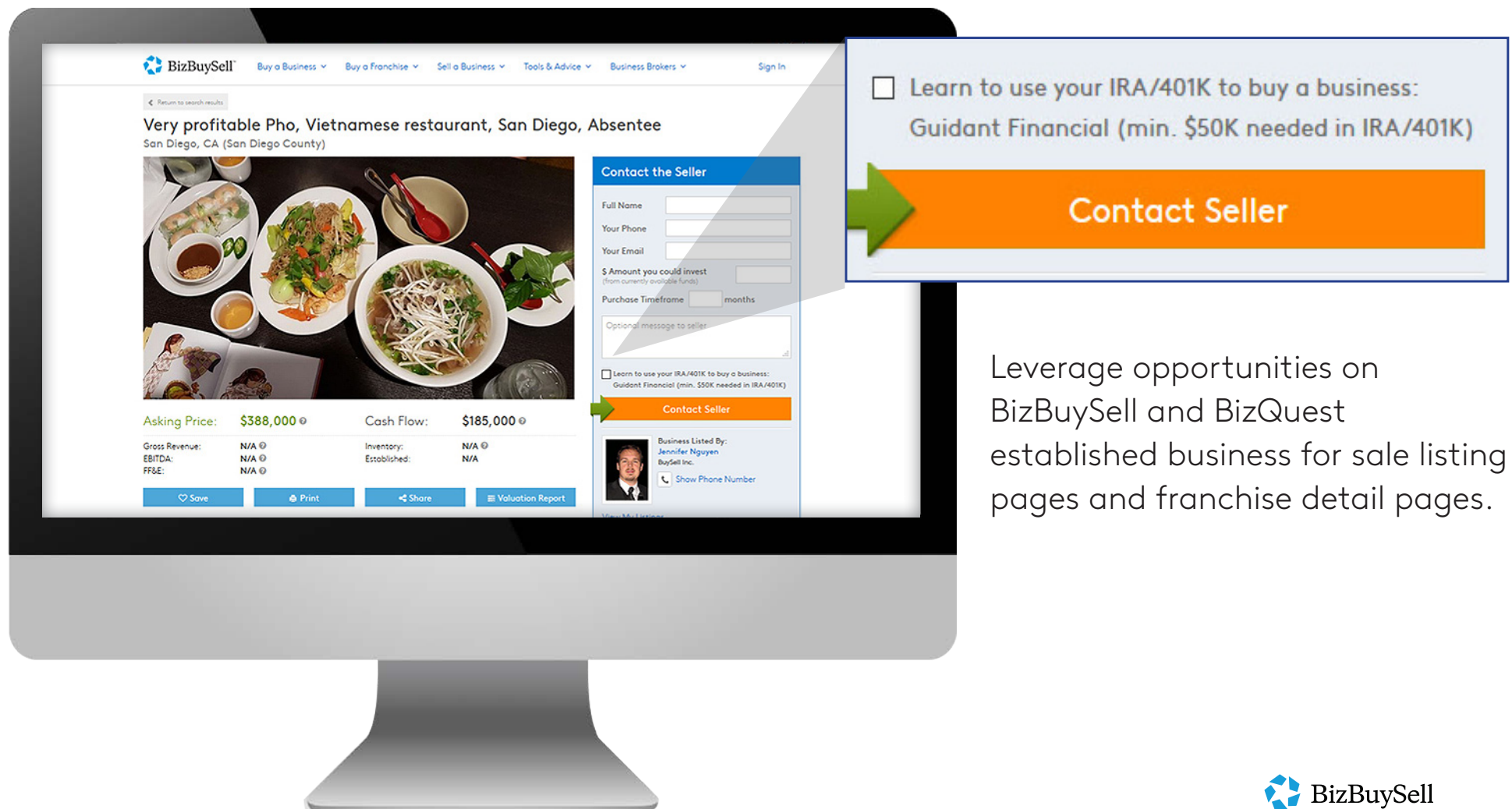
Showcase Ads: Powerful Features That Drive Leads

- **Elevated Exposure:** Your listings appear above Basic Ads in search results
- **Easily Manage Bulk Listings:** Build multiple ads with photos, attachments and a video
- **Track Performance:** Track leads and adjust ad language specific to local markets
- **Distribution Across Our Entire Network:** BizBuySell, BizQuest, LoopNet, plus our top media partners



Checkbox Leads | High Impact Placement

Cross-promote to active buyers and pay per lead. As buyers inquire about a business listed for sale, they check a box requesting to learn more about your product or service.



The image shows a computer monitor displaying a BizBuySell website listing for a "Very profitable Pho, Vietnamese restaurant, San Diego, Absentee" in San Diego, CA. The listing includes a photo of food, financial details like an asking price of \$388,000 and cash flow of \$185,000, and a "Contact the Seller" form. A callout box on the right highlights a checkbox option: "Learn to use your IRA/401K to buy a business: Guidant Financial (min. \$50K needed in IRA/401K)". Below this checkbox is a large orange button labeled "Contact Seller" with a green arrow pointing to it. The text on the right side of the slide explains that this checkbox is used to cross-promote services to active buyers.

☐ Learn to use your IRA/401K to buy a business: Guidant Financial (min. \$50K needed in IRA/401K)

Contact Seller

Leverage opportunities on BizBuySell and BizQuest established business for sale listing pages and franchise detail pages.

Contact Us | Our Representatives

We've helped thousands of entrepreneurs buy and sell their businesses. Now let us help you reach them. For more information contact:

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