

Merchant Cash Advance & Creative Business Lending

merchantcashinadvance.com

Sold at Public Auction [1 bid](#)

\$75,000

Started: 4 months ago
Completed: 3 months ago

Seller accepts payment using Escrow.

Site Visibility	
Google PageRank	4
Alexa Rank	380,197
Links in Google	32
Inbound Links	11,676
Domain	
Registration Date	13th Jun, 2011
Compete Stats	
Compete Ranking	-
Compete Uniques	-
SEMRush Stats	
SEMRush Rank	472,720
Keywords in Google	47
Site Content	
Possible Copies Found	-
View extended due diligence data for this listing	

Description

MerchantCashinAdvance.com is one of the largest business cash advance & merchant cash advance websites in the US. It has a page rank of 4, and consists of over 600 optimized pages for business lending. Business owners visit MerchantCashinAdvance.com to inquire about obtaining financing for working capital.

MerchantCashinAdvance is number 1 for over 300 business lending related keywords, please see the excel spreadsheet attachment to see the top performing keywords.

Sale of the site ALSO includes our social media accounts:

4500 Targeted Twitter Followers

1500 Targeted LinkedIn Connections

2000 Youtube Subscribers with over 100,000 business lending video views

900 Targeted Facebook Page Fans

SITE ALSO INCLUDES 9 EIGHT HUNDRED NUMBERS + FULLY INTEGRATED IVR SYSTEM TO CAPTURE LEADS DURING OFF HOURS AND WHEN NO ONE IS AVAILABLE TO PICK UP CALLS (IVR SYSTEM IS TIED INTO THE CPANEL OF THE SITE, WITH DATA BEING REPORTED IN REAL TIME + REAL-TIME IVR SCHEDULING & CALL ROUTING 24/7)

***OVER 80 FULLY SYNDICATED PRESS RELEASES CURRENTLY PLACING ON GOOGLENEWS, YAHOO NEWS, SAN FRANCISCO CHRONICLE, DAILYMARKETS, WALL STREET JOURNAL, NEW YORK TIMES AND OTHERS; GO TO GOOGLE AND TYPE IN site:merchantcashinadvance TO REFERENCE OUR GOOGLE AUTHORITY AND ONLINE PRESENCE.**

http://www.MerchantCashinAdvance.com is ALSO:

A GOOGLE PAGE RANK OF 4

US ALEXA RANK OF 140,000

WE ARE THE HIGHEST RANKING SITE IN THE ENTIRE BUSINESS LENDING & MERCHANT CASH ADVANCE MARKET + MOST VISITED IN ONE OF THE MOST COMPETITIVE NICHE'S ON ALL OF GOOGLE.

We run 8 other extremely profitable websites - there is simply not enough time for us to handle MerchantCashinAdvance.com. For anyone looking to provide financial services to business owners, business lending, or to simply sell the business lending leads to direct lenders- this is a steal.

Financial Details

Month of July for 2011: Received 647 calls & 148 online business lending applications: Funded 81 deals, \$26,000.00 profit.

Month of August for 2011: Received 731 calls & 234 online business lending applications: Funded 113 deals, \$29,500.00 profit.

Month of September 2011: Received 1026 calls & 276 online business lending applications: Funded 147 deals, \$41,750.00 profit.

We have proof of all funded transactions, call logs, and online application submittals.

Traffic Details

MerchantCashinAdvance.com's site traffic has gradually increased month to month by about 20%.

We are currently the most visited merchant cash advance / unsecured business lending website in the US. Much of our traffic comes from existing press releases on google news+ yahoo news, media content, and social media.

Sale of the site ALSO includes our social media accounts:

4500 Targeted Twitter Followers

1500 Targeted LinkedIn Connections

2000 Youtube Subscribers with over 100,000 business lending video views

900 Targeted Facebook Page Fans

SITE ALSO INCLUDES 9 EIGHT HUNDRED NUMBERS + FULLY INTEGRATED IVR SYSTEM TO CAPTURE LEADS DURING OFF HOURS AND WHEN NO ONE IS AVAILABLE TO PICK UP CALLS (IVR SYSTEM IS TIED INTO THE CPANEL OF THE SITE, WITH DATA BEING REPORTED IN REAL TIME + REAL-TIME IVR SCHEDULING & CALL ROUTING 24/7)

***OVER 80 FULLY SYNDICATED PRESS RELEASES CURRENTLY PLACING ON GOOGLENEWS, YAHOO NEWS, SAN FRANCISCO CHRONICLE, DAILYMARKETS, WALL STREET JOURNAL, NEW YORK TIMES AND OTHERS.**

Does this auction violate the [Flippa Terms and Conditions](#)? If so, please [report it](#).

Comments

16 public, 2 deleted



[stevenrich](#) (SUSPENDED)

4 months ago

Good day,
Some questions.
-do you broker the financing or is this self financing?
-Does your program only cover the gap between the delay of a bank payment on the merchant account or truly advance against future sales ? If against future sales how far out ?
-On the reported profit: what was the deal volume ?
Thanks!



[stevenrich](#) (SUSPENDED)

4 months ago

Sorry forgot:
-Can you post proof of income please.



[merchantcashinadvance](#)

4 months ago

Hello,
We broke the financing to multiple sources. Typically funding sources will either pay \$75 to \$250 per lead, or pay 6% to 12% on the amount funded to the business.
Uploading the proof of income in a moment.



[merchantcashinadvance](#)

4 months ago

we broker***



[wmjka](#) 100% | \$10.4K

4 months ago

how come you don't take escrow this is a big purchase, do you need to get approved to broker these deals how does the process work.



[merchantcashinadvance](#)

4 months ago

Apologies, this is my first time ever using flippa. Just added it, thanks for the heads up.



[merchantcashinadvance](#)

4 months ago

Most business owners looking for merchant cash advances or unsecured business lending deals don't need to be closed, they need a quick solution to keep their business afloat. The business owner's main concern is always "how quickly can I get funding?". These aren't sales calls.
I have 3 workers who fill out the soft application over the phone to speed up the process. Online submits go straight to the funding sources for a quick solution. Approvals happen the same day, sometimes up to 48 hours, never any longer.
It isn't hard to get approved because these loans are not credit based. It is based on the performance of the business itself, and the loan amount is paid back in future sales.
Similar lending solutions have been around for years, this is not a new concept. Merchant Factoring works the same way- it is determined solely on the performance of the business:
<http://factoring.merchantcashinadvance.com/> gets a lot of attention and has good placement.



[Jamesmart](#)

4 months ago

What benefit will someone that registered with flippa get. And for how long will this last before someone expecting some benefits.



[aa411853](#) (100% | \$887)

4 months ago

Are the 3 workers you reference above able to stay on after the sale? Other than hosting what are your expenses? All organic traffic?



[merchantcashinadvance](#)

4 months ago

You will not need to workers because I have a fully integrated IVR system that will capture the leads for you. It gathers all of the necessary information that we need to get the lending solution process started. We used to use it for overflow and for off-business hours, now that I am selling the site we use it 24 hours a day. Here is one of our numbers tied to the real time IVR: 877-875-0231. The entire IVR lead capture system software is included with the site to allow scaling of the business (and professionalism of course) by capturing leads 24 hours a day, 7 days a week.

Yes, all organic traffic. I have zero expenses. I have no interest in the marketplace of unsecured business lending. I have other campaigns that are more profitable and require less attention.



[merchantcashinadvance](#)

4 months ago

What benefit will someone that registered with flippa get. And for how long will this last before someone expecting some benefits.

-I have no clue what you're talking about. Please translate.



[lina](#) (- | \$1.8K)

4 months ago

you say you won't need any workers because you have a fully integrated IVR system that will capture the leads is that correct or please explain because I am confused. I mean when they call the 1800 numbers wouldn't they need to speak to somebody, especially the volume of calls.



[lina](#) (- | \$1.8K)

4 months ago

Please Pm I have a few questions



[merchantcashinadvance](#)

4 months ago

we outsourced a small call room to do the follow-ups.

like i mentioned earlier, we have no interest in the market or the site. i have other campaigns that require my immediate attention- we built this site for a company that left us hanging. we are monetizing the calls that come in now because it is in our nature to do so.

To express your interest to the seller, or post a public comment, you need to [log in](#) or [sign up](#).

Claimed Site Age

Site Established

15th Jun, 2011

Claimed Traffic

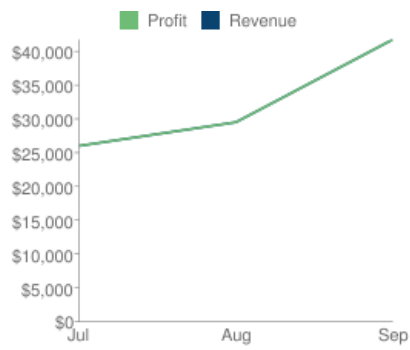
Page Views Per Month

16,500

Uniques Per Month

5,500

Reported Revenue



Claimed Financials

Gross Revenue (<i>avg per month</i>)	\$32,417
Net Profit (<i>avg per month</i>)	\$32,417

Monetization Methods

Advertising Sales	Yes
Product or Service Sales	No
Affiliate Income	No

Site Uniqueness

Content is claimed to be unique

Design is claimed to be unique

Seller



merchantcashinadvance

Ownership verified by file upload

Attachments



[KEYWORD GOOGLE PLACEMENT CHART](#)

xls file

Tags

niche: [business loans](#) (0) sitetype: [business lending](#) (0) implementation: [cpanel access to php](#) (0) monetization: [lending leads](#) (0)



Copyright © [Flippa.com Pty Ltd](#) All Rights Reserved.