



Presents

CatholicSingles

Listed By
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Executive Summary

CatholicSingles.com is one of only two major dating services that targets faithful, practicing Catholics. Started in 1997, CatholicSingles.com has an impressive history. It is often featured on EWTN (catholic television) as well as Sirius Catholic Radio and other Catholic media. CatholicSingles.com also enjoys the benefit of being vetted and approved to advertise on Facebook, a privilege not afforded to most dating services.

CatholicSingles.com caters to faithful Catholics, and thus has an appeal most dating websites cannot match. But what makes CatholicSingles.com so unique is its direct appeal to practicing Catholics. Catholics hold unique views on dating, sex, and marriage. Major dating websites like Match.com try to appeal to mass audiences, but in doing so, reduce the chances of its Catholic members to find someone who holds similar values.

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Financial Quickview

Total Revenue	\$357,371
Discretionary Earnings	\$169,752
Gross Profit	\$6,540
Inventory	\$230
Inventory Include	Yes
Asking Multiple	4.12

Key Benefits

- + **Authentically Catholic.** While other services may try to tap into the Catholic marketplace, CatholicSingles.com is authentically Catholic and well networked within the Catholic community.
- + **18-Year History.** CatholicSingles.com is proven over 18 years.
- + **Massive Email List.** 144,000 English speaking subscribers.
- + **Spanish speaking website.** Completed a full Spanish-speaking website with nearly 100,000 likes on Facebook.
- + **Entirely Transferable.** Can be run from anywhere in the world. Easy transition.
- + **Major site overhaul.** Just completed a major website overhaul in 2014 (which caused downward trends and lower profitability for that year). 2015 is showing signs of new growth.

Asking Price: \$700,000



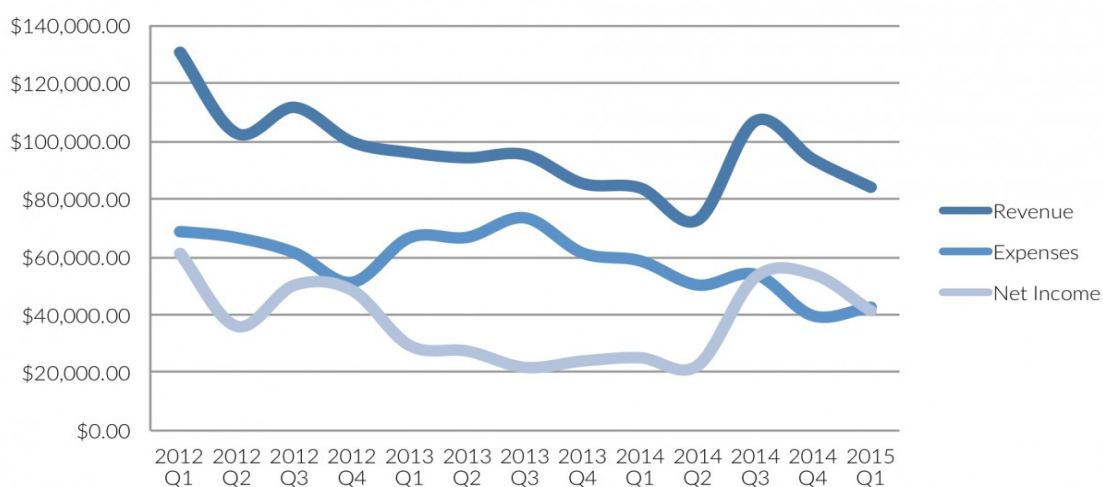
Financial Overview

The information presented below is displayed as it was represented to Quiet Light Brokerage. Buyers are encouraged to perform their own detailed financial due diligence.

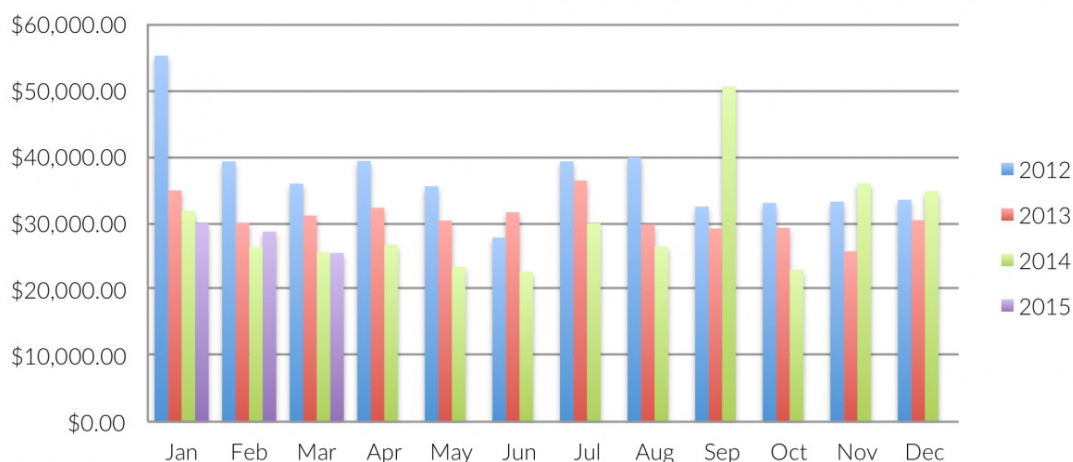
For access to full Profit and Loss Statements, including a full schedule of add-backs, click the link below:

[Download Full P&Ls from Dropbox](#)

Quarterly Financials



Year over Year Revenue Comparison



Trailing 12 Months Profit and Loss

Gross Revenue	a	b	c	d	e	f	g	h	i	j	k
Income	\$347,37	1.87									
Total Income	\$347,37	1.87									
Expenses											
Advertising and Promotion									\$64,596.77		
Bank Service Charges									\$17,720.27		
Computer and Internet Expenses									\$6,830.27		
Contract Labor									\$36,600		
Credit Card Fee									\$296.38		
Dues and Subscriptions									\$645.33		
Email Services									\$6,452.75		
Insurance Expense									\$2,368.17		
Marketing and Research									\$33,790.26		
Member Activities									\$125.00		
Postage and Delivery									\$170.35		

<i>Expenses</i>	
Professional Fees	\$2,707.63
Rent Expense	\$758.44
Software Services	\$3,735.49
Telephone Expense	\$2,812.63
Website Maintenance	\$8,009.98
Total Expense	\$187,619.72
Owner's Earnings	\$187,619.72

Quarterly Performance

2015	Q1	Q2	Q3	Q4
Gross Revenue	\$84,043.61	N/A	N/A	N/A
Total Expenses	\$69,572.37	N/A	N/A	N/A
Owner's Earnings	\$60,811.10	N/A	N/A	N/A

2014	Q1	Q2	Q3	Q4
Gross Revenue	\$84,043.61	N/A	N/A	N/A
Total Expenses	\$69,572.37	N/A	N/A	N/A
Owner's Earnings	\$60,811.10	N/A	N/A	N/A

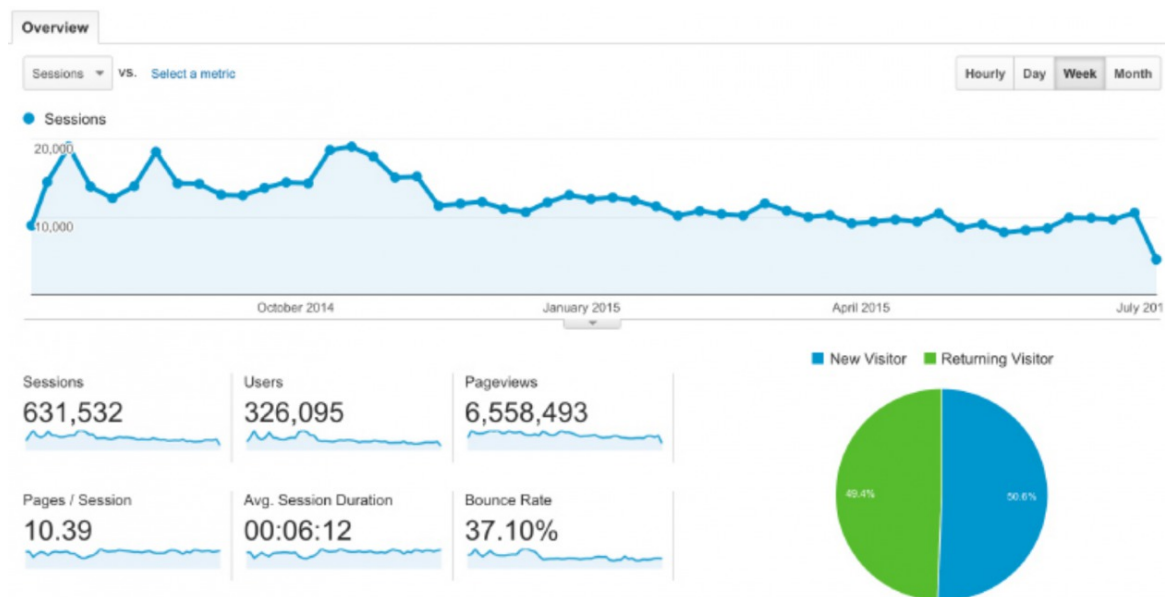
2013	Q1	Q2	Q3	Q4
Gross Revenue	\$84,043.61	N/A	N/A	N/A
Total Expenses	\$69,572.37	N/A	N/A	N/A
Owner's Earnings	\$60,811.10	N/A	N/A	N/A

2012	Q1	Q2	Q3	Q4
Gross Revenue	\$84,043.61	N/A	N/A	N/A
Total Expenses	\$69,572.37	N/A	N/A	N/A
Owner's Earnings	\$60,811.10	N/A	N/A	N/A



Google Analytics

Below are a few screenshots from Google Analytics. You can request full analytics access by sending an email to funkju@gmail.com.



	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal 4 Conversion Rate	Goal 4 Completion	Goal 4 Value
	631,532	50.51%	319,008	37.10%	10.39	00:06:12	0.21%	1,351	\$0.00
1 Direct	335,300			49.36%			0.13%		
2 Organic Search	201,524			18.75%			0.31%		
3 Email	34,823			30.89%			0.15%		
4 Referral	27,383			36.08%			0.14%		
5 Paid Search	22,685			26.82%			0.74%		
6 Social	9,052			45.02%			0.15%		
7 (Other)	765			29.28%			0.65%		

Client Interview

TYPING

1. What is your full name and location?

Catholic Sites, Inc Henderson, NV

2. What is the name, address and entity type of the business?

871 Coronado Center Drive, Suite 200 Henderson, NV 89052 - S corporation

3. Who are the owners of the business and what percent does each person own?

David Nevarez 100%

4. Are you the original owner?

Yes

5. Please describe the mission of CatholicSingles.com

We are a wholly owned Catholic company which offers a social dating site with a unique Catholic perspective. That mission includes fellowship with other Catholic members, offering authentic Catholic resources, and the opportunity to share and educate with regards to our faith while helping others find similar Catholic singles

ABOUT YOU

6. When did you start CatholicSingles.com?

1997

7. What is your personal background, and how did this help with CatholicSingles.com?

Cradle Catholic with background in managing social events and understanding of Catholic culture. Many years involved with my Catholic Newman Club in college and extensive networking within the Catholic world, online and otherwise.

8. How essential is it, in your opinion, to have knowledge of Catholicism?

Very! Without knowing your Catholic faith, or having someone run it with an adequate Catholic background the nuances of what the site is all about will be a lost and its identity won't mean anything. I could not imagine someone who isn't Catholic being involved in the decision making process.

9. Has the fact that you are a Catholic helped you in any way with this business?

Yes, for the reasons previously listed. Without understanding the customer base the site would fail.

For More Information...

To get more information, ask questions, or to make an offer, please contact Justin Funk using the information below.

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Last Updated: July 14, 2015, 1:52 pm



