

AUTOMOTIVE • TRAVEL MARKETPLACE

Niche UK Campervan Marketplace
with Recurring Listing Revenue

A UK-based online marketplace connecting campervan buyers and sellers via tiered paid listings. Built on WordPress, requiring just 7–10 hours per week to operate with strong SEO-driven organic traffic.

ASKING PRICE

\$105,831

33x Monthly Multiple

\$44.6K

TTM REVENUE

\$38.5K

TTM PROFIT

86%

PROFIT MARGIN

7,500

EMAIL SUBSCRIBERS

BUSINESS MODEL

Tiered Listing Fees

FIRST MADE MONEY

2024

OWNER INVOLVEMENT

10 hrs/week

TEAM SIZE

Owner Operated

CUSTOMER MARKET

United Kingdom

TREND

Declining

Investment Highlights

- ✓ Highly passive operation requiring only 7–10 hours per week from one owner.
- ✓ Tiered listing fee model (3 plans) generates recurring transactional revenue from both private and trade sellers.
- ✓ SEO accounts for ~60% of traffic, providing a low-cost, sustainable acquisition channel.
- ✓ 7,500 segmented email subscribers (private and business sellers) enable targeted remarketing.
- ✓ Low overhead: ~\$512/month in expenses drives a strong ~87% net profit margin on TTM revenue of \$44.6K.

Growth Opportunities

Paid Advertising Scale

Launch Meta and Google display campaigns to accelerate seller acquisition beyond organic reach.

Link Building

Build editorial backlinks and content partnerships to strengthen domain authority and SEO rankings.

Social Media Expansion

Grow engaged audience via Facebook groups and Instagram to drive low-cost, high-intent traffic.

Listing Tier Optimisation

Introduce premium add-ons or subscription plans to increase average revenue per seller listing.

Interested in Learning More?

Sign an NDA to access full financials, business details, and schedule a call with the seller.

Request Access →