



\$86,972

## AUTOMOTIVE RESOURCE SITE EARNING \$2723/MO 6200 EMAIL SUBSCRIBERS

<https://nicheinvestor.com>

- Lifestyle, Sports And Entertainment, Tech And Business
- Established Sites For Sale

This informative automotive site provides resources for Toyota Rav4 owners and prospective buyers. With involvement from multiple professionals in the automotive field, this site carries a strong EEAT and offers its new owner social accounts, 6k+ email subscribers, video content, and more. Launched in May 2022, this niche site offers plenty of opportunities for follower...



**Lisa Mason-Drake**

Niche Investor

## Overview



**Date added:** Added 1 week ago

**Category:** Established Sites For Sale

**Niche:** Lifestyle, Sports And Entertainment, Tech And Business

**Website live since:** 2022

**Pageviews Per Month:** 10,000 - 50,000 Pageviews

**Earning Per Month:** over \$1000/mo

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## Revenue & Expenses

**Monetization: P&L:**

Ad revenue, <https://docs.google.com/spreadsheets/d/1FoNjgh-ZaQy3a-DdD9OT50gHUzcdQ4PczNBhn18gdvw/edit?usp=sharing>  
Affiliate Links

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## Listing Details

**Platform:** Wordpress

**Domain:** rav4resources.com

**Approx. Number Of Articles:** 155 **Social Accounts Included:** Instagram, Facebook Group, Pinterest, Youtube

**Email List Subscribers:** 205000

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## Seller Q&A

**What are the operating procedures for running this business?:** There's full documentation of each process included. Owner currently manages contractors, oversees writing of newsletter weekly (we send 2 a week, 1 is automated), answers emails.

**How often do you email your list?:** We also have two automation sequences. One is an initial 5-day sequence once they opt-in. The other sends emails to them once a week for 26 weeks.

**Where does most of your income generate from?:** Raptive and Amazon.

**If you were going to keep the site, what steps would you take over the next 3 to 6 months to grow the income and traffic?:** Focus in on YouTube until the new RAV4 model comes out, then do both YouTube, Pinterest, and Blog again.

**What is your current open rate and click rate?:** Open rate 65%, CTR 26%. Weekly Roundup sequence: Open rate 49%, CTR 10%. Weekly newsletter: Open rate over 45% on average, CTR around 12%.

**Who wrote the content?:** Site owner, contractors. Two contractors worked in the automotive industry for years. Another owns a RAV4. Another works at a Toyota dealership. No AI used to write content.



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# Submit an offer

Contact Listing Agent:



**Lisa**

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