

**Customer**

The Business Market

**Challenge**

Identify an easily-scalable online business solution.

**Solution**

Windows Managed Server

## Verio Windows Managed Solution Helps The Business Market Connect Business Buyers and Sellers

The Business Market™ is a business-for-sale marketplace that matches business sellers with business buyers using intuitive and reliable tools and services. It is the only such service that uses pay-for-performance pricing, meaning that it doesn't charge a monthly fee for sellers to list their business for sale, but instead charges a small fee (starting at less than \$1) for each unique buyer that views their listing. No buyers means no fees, and sellers don't have to worry about spending too much since they have the ability to set their own budgets.

The Business Market lists businesses from a wide variety of industries, primarily companies that are small or midsized businesses. Sales of each listing average \$300,000-500,000, although some businesses have sold for as high as \$5 million.

The Business Market also lists business franchises including AMMCO, Nestle Tollhouse Cafés and Liberty Tax Service for interested purchasers.



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— Tom Parsley,  
CEO,  
The Business Market

### The Challenge.

President and CEO Tom Parsley created The Business Market after he experienced difficulty trying to buy and sell his first business. Parsley found the process was often tedious, and was convinced there was a more efficient way to link business buyers with sellers. In 2002, Parsley developed The Business Market to help sellers advertise businesses for sale, creating a quick and effective way to help them sell their businesses online.

The biggest challenge for The Business Market was finding a company that could provide the company with a scalable online business solution to help drive traffic to the Website. In researching suitable hosting providers, Parsley discovered that many Verio competitors lacked the support and services that his business demanded – and that lack of service would not be acceptable.

“Excellent service and product reliability were critical in my decision to choose a service provider,” said Parsley. “My business is almost entirely Web-based therefore, I cannot afford service downtime.”

Furthermore, Parsley was concerned about his level of technical expertise, and how that would factor in to trying to establish a Web-based business. “Initially, I was concerned with learning how the server works,” Parsley explains. “I didn’t have a dedicated IT staff to handle this process for me, which is typical of many small business owners trying to get a business off and running.”

### The Solution.

The Business Market required an online solution that would scale easily with increased Web traffic and sales. After doing some research, The Business Market team realized that Verio’s reliable, scalable services, and customer service leadership were the ideal solution to build the bottom line.

Verio’s customer support staff worked closely with Parsley to establish his business site and set up his Windows-based solution. “Verio squelched any concerns I had about setting up our servers,” said Parsley. “From getting everything online to keeping up with security patches and updates, Verio’s customer support team walked me through every step of the way.”

Having chosen Verio’s shared Windows hosting solution, which delivers shared resources and is usually suitable for businesses just starting out, The Business Market quickly rocketed out of the starting gates. As predicted by Parsley, however, his business outgrew its online solution in just three years as it branched across North America and grew to include international listings in Canada and Mexico. “Our business has been expanding so quickly that we recently outgrew our Verio Windows hosting plan,” said Parsley. “Fortunately Verio was able to help us with a smooth migration to a larger Windows Managed Server.”

Verio’s Windows products provide a logical growth path for customers. This means customers currently using one of Verio’s basic Windows hosting solutions can easily upgrade their accounts to a powerful dedicated hosting server without having to cope with a technical learning curve, and without additional investments in server management or IT. “Verio was even able to help us in porting our crucial database information from the shared server to our new

dedicated server, all within hours,” he explained. “The upgrade to a fully managed, dedicated Windows solution allowed us to increase the number of businesses for sale and the number of buyers coming to the site looking for businesses to buy.”

### The Results.

Only five years after opening its virtual doors, the Web-based company has grown exponentially. Today thousands of buyers search The Business Market daily and the site continues to grow as business owners, brokers and agents list new businesses. In fact, The Business Market had more than 1000 listings in 2006, and anticipates that number to rise to over 5000 by the end of 2007.

“From the outset, our top priority was to provide a valuable service to the business buying and selling market that did not previously exist,” said Parsley. “Additionally, we wanted to work with an online services provider that would help drive customer traffic to our site and could help support our business goals. With Verio’s Windows Managed Server we have been able to scale our site to meet increased customer demand, which has in turn allowed our business to flourish.”

“Our new dedicated server is so fast that page load times have gone down to almost zero, and the flexibility and simplicity of the new control panel to accommodate multiple sites is unbelievable,” Parsley explains. “In addition, Verio’s customer service has been with us all the way. They’ve been crucial in helping us upgrade our infrastructure to enable The Business Market to become the fastest-growing business- and franchise-for-sale marketplace on the Internet.”

## theBusinessMarket.com

**About The Business Market** The Business Market provides an online marketplace that matches business buyers with existing businesses for sale and franchises and startup opportunities for sale. In addition, The Business Market Website offers financing assistance and other resources to help entrepreneurs and small business owners. The Business Market is the fastest-growing method of selling or buying a business or franchise on the Internet. It’s the future of buying or selling a business or franchise – and it’s here today! Please visit [www.thebusinessmarket.com](http://www.thebusinessmarket.com) for more information.

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